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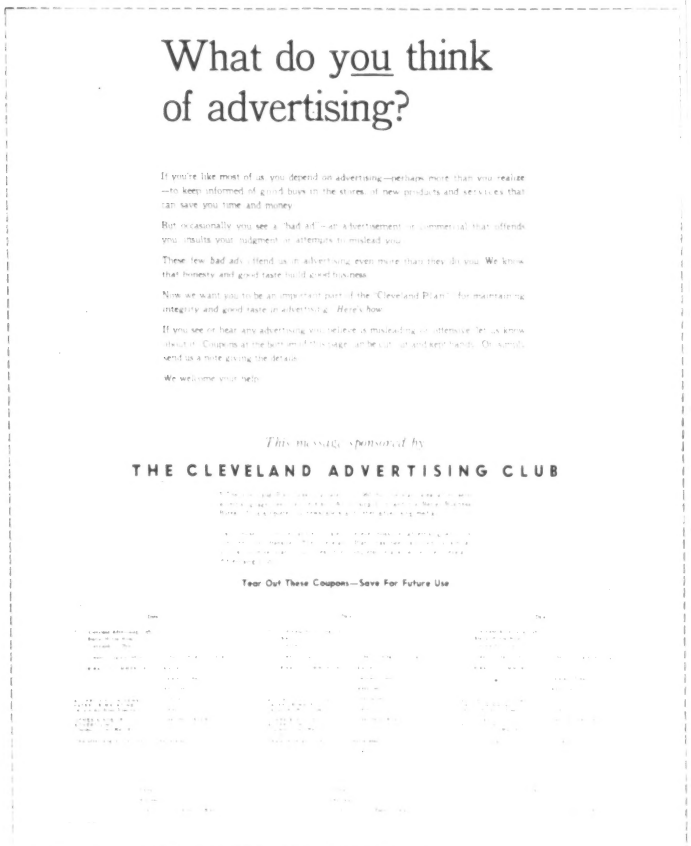
THE NATIONAL NEWSPAPER OF MARKETING

Cleveland Admen Emphasize Sincerity



PUTS PUBLIC IN ACT—*The "Cleveland plan," developed by the Cleveland Advertising Club and other local groups to weed out the misleading and offensive in advertising, took a long forward step last week with publication of full pages in both newspapers, including coupons for registering objections to specific advertisements. By week's end 60 coupons had already been returned. All will be analyzed by club officials and the Better Business Bureau.*

Form Sales Force to Function Before Media Decision Is Made, MPA Advised

Stanford Points Out Later Selling Is Less Effective, 'Fratricidal'

(For other news and pictures of the MPA meeting, see Pages 3, 58 and 68.)

By James V. O'Gara

WHITE SULPHUR SPRINGS, May 9—Magazines were urged yesterday to follow the lead of newspapers and set up an industrywide sales force that would sell advertisers "before the media decision is made."

Alfred B. Stanford, president of Stanford Associates and onetime head of the newspapers' Bureau of Advertising, told the spring conference of the Magazine Publishers Assn. of a world "relatively strange to magazines"—the "pre-decision world, before the media decision is made."

Today's magazine salesmen, he said, spend most of their time battling other magazines. "This fratricidal warfare of the smaller post-decision world (after advertisers have made their media decisions) makes it even more necessary for magazines to operate in the big pre-decision world as a group," he said.

Mr. Stanford is a former ad boss of the *New York Herald Tribune*. His agency placed the current "Magazines give people ideas" campaign.

■ The day of newspapers fighting magazines and magazines battling television—with one ideal medium emerging—has been superseded, he said. Today the "media mix" concept is supreme: No one medium is able to handle a complete campaign.

The media mix theory, he added, makes sense "as a way of exploring pre-decision advertising problems, and magazines should therefore consider an industry sales force especially trained for this mission." A decision on such a sales force, he said, "would boil down to economics," since the cost would be higher per publisher.

According to Mr. Stanford, publishers would need more than just facts about their individual publications to operate in the pre-advertising decision sphere. They also would need facts about the prospect's business, his markets, his competitors, and his history before they could examine his media

(Continued on Page 58)

NAB Hears Three Agonizing Appraisals . . .

Sell Better Shows or Let Ads Go, Minow Says

Collins Says He Won't 'Gently Paddle' NAB Boat; Ribicoff Hits 'Mediocrity'

(For an abridged version of FCC Chairman Minow's full text, see Page 109; for still other news and pictures from the National Assn. of Broadcasters meeting, see Pages 2, 104, 110 and 111.)

WASHINGTON, May 10—Members of the National Assn. of Broadcasters were rocked this week by a series of three hard-hitting luncheon speeches blasting the quality of their product.

All three speakers told them they are failing to measure up to their responsibilities in today's troubled world. All offered the same advice: Stop letting ratings serve as the standard for program selection, and stand up to pressures from advertisers and agencies.

• **Newton N. Minow**, chairman of the Federal Communications Commission, in his first public appearance since taking office three months ago, delivered the most severe shock yesterday, setting the tone for future government-industry relations with the warning:

"Television has grown faster than a teen ager, and now it is time to grow up."

• **LeRoy Collins**, their own new president, in his first speech to the industry sketched his plans Monday for a more militant program of self regulation. He served notice on the members: "If you want someone gently to paddle NAB's boat into stagnant pockets of still water, then you do not want me—nor I, you."

• **Abraham Ribicoff**, Secretary of Health-Education-Welfare, today paid tribute to recent public service programming, but warned that the industry's entertainment product needs a lot of improvement. "Can you supply entertainment to Americans without placing them and yourselves at the lowest common denominator?" he demanded.

■ Chairman Minow's speech Tuesday was a stunner. Broadcasters listened intently as he stood before them and, with obvious deliberation, hammered his determination to see that they "put the people's airwaves to the service of the people."

Chairman Minow told NAB members they serve as trustees for 180,000,000 Americans. "If you

(Continued on Page 112)

Minow Gets Praise From Foreman, but Broadcasters Demur

NEW YORK, May 11—Robert L. Foreman, exec vp in charge of creative services at Batten, Barton, Durstine & Osborn, lauded Newton N. Minow, chairman of the Federal Communications Commission, for his bristling comments before the National Assn. of Broadcasters this week in which he referred to the majority of television fare as a "vast wasteland."

The agency executive stated: "We at BBDO are most enthusiastic about Mr. Minow's comments. For ten years we have been advocating the kind of superior television programming that he has proposed. We believe that wise sponsorship and good television are compatible and that what is good for the public is also good

(Continued on Page 105)

BUMPER TO BUMPER—*Great Lakes Steel Corp. takes off on aluminum auto bumpers with newspaper ads like this.*

Lulu's in Town . . .

Steel Maker Ads Answer Push for Aluminum in Cars

Great Lakes Finds Public Thinks Cars Now Have Light Metal Bumpers

DETROIT, May 10—Steel and aluminum—specifically, Great Lakes Steel Corp. and Reynolds Metals Co.—are locking bumpers in an all-out advertising battle to win the purchase orders of the automobile companies.

Routine trade advertising? Not by a long shot. Great Lakes, for example, is up to its hubcaps in a concentrated, $100,000-plus radio, newspaper and magazine campaign aimed directly and bluntly at aluminum bumpers—even though aluminum bumpers are not expected as passenger car production items until 1963 at the earliest. And Great Lakes, frankly jealous of steel's hold on the $40,000,000

(Continued on Page 10)

Last Minute News Flashes

Exquisite Form Names Papert, Koenig for 2 Units

NEW YORK, May 12—Papert, Koenig, Lois has been named to handle advertising for two divisions of Exquisite Form Industries, brassiere maker. The divisions, Magic Lady and Silfskin, together bill at the rate of $1,000,000. Previous agency was Regal Advertising Associates.

Du Pont to Test Trey Bleach in Seven Markets

WILMINGTON, DEL., May 12—E. I. du Pont de Nemours & Co. will test a new product, Trey laundry bleach, in Omaha, Nashville, Sacramento and Syracuse, and in three "satellite" cities surrounding the four markets, beginning next week. The company will use 1,750-line and 1,000-line black-and-two-color r.o.p. newspaper ads, plus four-color pages in Sunday supplements, in the four main markets, and lesser space in the satellite cities. Batten, Barton, Durstine & Osborn, New York, is the agency.

Schick to Introduce Compact Shaver via 3 Media

NEW YORK, May 12—The Schick Compact, "for the seven out of ten men who'd switch to electric shaving if they could find the he-man shaver at the compact price," will be nationally introduced next week. The list is $12.95, which is $9.55 below Schick's present bottom and about $7 below any other national list price. The compact has a feature to make any habitual blade-user feel at home—a stainless steel, washable head, which Schick is testing for use on all its shavers. Advertising includes network television ("Wagon Train," "Alfred Hitchcock Presents"), b&w pages in *Life*, *Look* and *Time* and two-color ads in 71 newspapers in 55 markets. Norman, Craig & Kummel is the agency.

(Additional News Flashes on Page 103)

Scripto Moves to McCann Unit

Marschalk Also Adds Holland House; D&C Is Named by Tuckersharpe

NEW YORK, May 12—Scripto Inc. has switched its $750,000 account to McCann-Marschalk, after 14 years with Donahue & Coe.

Simultaneously, Donahue & Coe announced its appointment to handle Tuckersharpe Pen Co., recently acquired subsidiary of U. S. Tobacco Co.

And McCann-Marschalk also reported its appointment by Holland House Sales Co., formerly at Erwin Wasey, Ruthrauff & Ryan for nearly nine years. Holland House

(Continued on Page 103)

Gumbinner, Ogilvy, B&B Quiz Reps on 40-Second Station Break Ad Units

NEW YORK, May 11—ABC-TV's recent announcement that it would extend station breaks from 30 to 40 seconds next fall, followed by CBS' comment that it would probably follow suit, has unleashed a rash of queries from agencies regarding stations' handling of the longer breaks.

One of the most systemized investigations into new break policies was made by Lawrence C Gumbinner Advertising. On April 26, that agency held a breakfast here attended by 35 station representatives and New York station executives. Stanley Evans, vp and account supervisor at Gumbinner, handed out a two-page questionnaire with the request that the queries be passed on to stations. Not enough stations have been heard from to reveal any patterns of procedure, Mr. Evans said today.

The Gumbinner query was not made on behalf of a specific client. It was an attempt to service all agency clients better by having each station's policy on record, Mr. Evans explained. Mr. Evans supervises the American Tobacco Co. account.

■ Representatives at the breakfast, who together handle several hundred stations, were presented with the following list of questions regarding the longer station break:

"1. At what date will this change be effective?

"2. What decrease in rate do you plan to make to adjust for dilution of effectiveness of commercials?

"3. Would an order for a longer chain break pre-empt an order for a shorter one; i.e., a 30-second pre-empt a 20-second spot?

"4. Where do you plan to run your station identification breaks?

"5. Do you plan to offer announcements on a first position or second position basis?

"6. If the answer to No. 5 is yes, do you plan to charge a premium for either position? Which one?

"7. In a 70-second break period [CBS has said that it may use a 70-second break in some instances], how many commercials will you run and in what length:

"(A) 60 seconds plus 10 seconds, (B) 30 plus 30 plus 10, (C) 40 plus 30, or (D) 20 plus 20 plus 20 plus 10?

"8. In a 40-second break period, how many commercials and what

(Continued on Page 112)

Royal Ad Carries $10 Gift Certificate for Typing Students

PORT CHESTER, N. Y., May 10—Royal McBee Corp. is aiming at "everybody who has worked hard in school this year" with a $10 certificate offer in the current issue of *Life*.

The certificate, in the shape of a two-color half-page gatefold appearing with a b&w spread, is worth $10 toward the purchase of a $119.50 Royal Futura 800 portable typewriter during May or June.

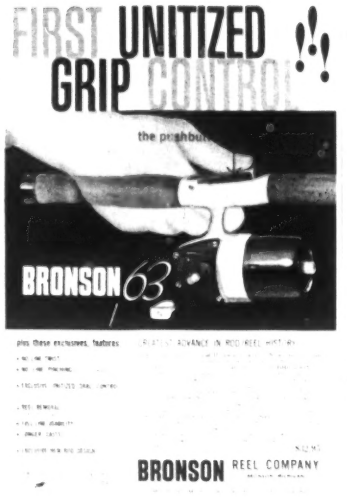
■ Xavier N. Benzigo, ad manager for typewriter products, said the offer is part of the company's seasonal promotions and follows a previous offer made last November. In that offer, also carried by way of a *Life* spread, Royal McBee ran individual lucky number inserts with Royal Futuras as prizes. The response, he said, was "terrific."

He said the new offer is the first of its kind used by Royal McBee. The offer was also carried in today's issues of *Junior Scholastic* and *Senior Scholastic*.

Young & Rubicam is the agency. =

Enco Names Myers, Anderson

Enco Shirt Co., Louisville, which previously operated as a private brand company, has named Myers, Anderson & Strong, New York, to handle its account. Enco has scheduled seven one-third page b&w ads in *The New Yorker*. There was no previous agency.



ADVANCE—*Bronson Reel Co., Bronson, Mich., announced a new rod-reel via this two-color page. Through July, pages will appear in Field & Stream, Outdoor Life and Sports Afield. Five trade books were used. Fred M. Randall Advertising, Detroit, is the agency.*

British Admen May Set Ad Standards Authority

Convention Polled on Effects of TV Ad Tax to Amass Data for Parliament

By Mark Random

BRIGHTON, ENGLAND, May 9—Nearly 1,000 British advertising men converged on this South Coast resort last week for the liveliest conference the Advertising Assn. has staged since the end of World War II. The association is an omnibus organization covering all sectors of the British advertising industry.

"Adconference Daily," a special newspaper produced by *Advertiser's Weekly*, described this 28th annual conference as "probably the most productive ever held."

For during the year that association was greatly strengthened by introduction of a new constitution which will enable it to play a more vital role in the industry.

■ The association's object has changed from "developing and improving advertising, encouraging the closer study of advertising methods and opportunities and increasing the efficiency of those engaged in its pursuit," to the more dynamic role of "promoting public confidence in advertising, developing and improving advertising, fostering higher ethical standards by preventing and suppressing abuses and encouraging the study of advertising methods and opportunities."

■ Hubert A. Oughton, president of the association, told delegates in his opening address:

"We are asking you not only to

(Continued on Page 106)

Necco Revamps Marketing; Seeks Successor to K&E

New Ad Head, Amerman, Seen Factor in Decision to Switch Agencies

CAMBRIDGE, MASS., May 11—New England Confectionery Co. expects to name a new agency in about two weeks to succeed Kenyon & Eckhardt, Boston. The cut-off date, announced this week for the $1,000,000 Necco Candy account at K&E, will be Sept. 1.

There's a "90% chance" that the new agency will be one that was a runner-up in November, 1959, when the company appointed K&E. At that time, the company sent a 13-point questionnaire to 22 agencies and interviewed five. The final choice was made between K&E and C. J. LaRoche & Co., which had handled Necco for the previous 14 years.

■ The company isn't planning an elaborate agency search this time. "We've got plenty of background information after the last time," a company spokesman said. A number of things led to the switch, he said, including the fact that the company has a new director of marketing, Paul Amerman, formerly national sales manager of Chun King Sales Inc. Mr. Amerman joined Necco in February, succeeding Gordon Hentz. "Everyone thinks a little differently on how things should be handled," the spokesman said.

■ Also in February, Necco acquired Daggett Chocolate Co., Cambridge, Mass., an ad client of Horton, Church & Goff, Providence, R. I. Daggett's advertising will be handled along with Necco's by the new agency when it is selected.

Besides switching agencies, Necco is also revamping its marketing setup to improve its distribution and internal operations.

At the time of K&E's appointment in 1959, the company was reducing its line of 700 products down to about 350. Now, with the acquisition of Daggett, its product line is back to approximately 600.

Preiss & Brown Adds 1; Moves

Preiss & Brown, New York, which has moved to new quarters at 660 Madison Ave., has been named to handle advertising for 45th St. Fabrics, New York. Newmark, Posner & Mitchell formerly handled the account. Alvin Preiss, agency president, said the move reflected a 300% expansion in staff and billings during the past year.

Ruppert Builds Radio, Ads on Cooler Case

NEW YORK, May 11—Jacob Ruppert, brewer of Knickerbocker beer, will launch a new ad campaign May 22 to introduce its new aluminum foil carton that keeps 12 cans cold for hours without ice.

The "Knickerbocker cooler case," designed with Reynolds Metals Co., is to be refrigerated in retail stores. After purchase, it can be opened and resealed many times, without losing its insulating properties.

Strictly a New England campaign, ads will be on radio and tv, with outdoor added.

■ George Ruppert Vernon, vp and new ad manager, said advertising would be "shifted around," heavy in New England, and not so heavy in metropolitan New York. "New York does not lend itself to this type of promotion," he said.

Sixty-second tv spots have been lined up on several New England stations. About 30 per week are scheduled for three Boston stations, plus Hartford, and New Haven, Providence, R.I., and Burlington, Vt. Radio spots—also 60-second—are scheduled to run from 20 to 50 times a week.

This is how the tv commercial will go:

■ Video opens on a sign that reads, "Satisfy your beer thirst better" except "better" is spelled with only one "T." A hand reaches in quickly and attaches the second "T." It reaches in again with the cooler case while the announcer says: "The cooler case keeps your Knickerbocker frosty cold . . . without ice."

The hand reaches in once more with a block of ice.

Announcer: "I said you don't need ice." (Hand grabs ice.)

Voice: "Just stop at your favorite store and pick up a Knickerbocker cooler case . . . " (Hand picks up case.) "Put that back!" (Hand quickly replaces case.) ". . . And off you go on a picnic, fishing trip or other outdoor activity."

■ Hand begins opening case, then starts taking out cans two at a time. The announcer counts and finds the 12th can missing.

Hand puts empty can on top of pile.

"Well, like they say, Knickerbocker . . . satisfies your beer thirst better."

Warwick & Legler is the agency.

Aid Agencies in Marketing Tasks, Radio Men Urged

NAB Radio Session Also Hears Criticism of 'Borax' Copy Supplied by Agencies

WASHINGTON, May 10—Radio station operators were admonished this week that their continued prosperity during the next 10 years may depend on their willingness to provide advertisers and agencies with reliable, believable facts—re-

NAB Meeting

liable rate cards, reliable ratings, reliable coverage profiles of their markets.

"In the past decade," a radio assembly at the convention of the National Assn. of Broadcasters was told, "most advertising agencies have undergone vast change. They have progressed from the simple preparation of advertising to the concept of a total marketing service for advertisers.

"The ads or spots alone are not enough any more," said the speaker, George Neumann, vp of Good Humor Co. "Pricing, packaging, bulk sales, couponing, distribution, size, coloring, shape are all part of the modern advertising problem. Any medium which does not understand this situation and fails to pattern its sales approach and format to fit it is headed for trouble."

■ At the same session, a team of spokesmen for the Radio Advertising Bureau told the broadcasters that RAB's 18-month experiment with Higbee Co., Cleveland depart-

(Continued on Page 111)

Highlights of This Week's Issue

Norman H. Strouse, president, J. Walter Thompson Co., says, "The day is gone when a major American company can confine itself complacently to the domestic market" Page 4

Ernest A. Jones, president, MacManus, John & Adams, says advertising not only must be honest, but it also must present the appearance, tone and even the "smell" and "feel" of honesty Page 6

Donald S. Frost, vp, Bristol-Myers Co., outlines a program whereby advertisers can improve the image of advertising Page 22

Draper Daniels, exec vp, Leo Burnett Co., proposes that the American Assn. of Advertising Agencies "work out the details of a program designed to recruit . . . a minimum of 25 potentially top flight creative men for the advertising business each year" Page 28

Chesebrough-Pond's plans to test market an improved Vaseline hair tonic in a slightly redesigned package Page 30

American Public Relations Assn. presents Silver Anvil awards to 23 national and international organizations Page 36

Johns-Manville Corp. tests a 15-minute weekly tv program, "Suburban Living," on KTVI, St. Louis, in an effort to get more home builders to use its products Page 40

Advertising Club of Washington lines up with liquor dealers who are trying to head off legislation which would prohibit the use of prices in liquor ads in the District of Columbia Page 42

John W. DeWolf, vp and research director of G. M. Basford Co., says Basford is developing a pre-testing method which would enable the agency to estimate noting and readership scores "in a more scientific manner than we do now" Page 48

Glamorene will spend about $400,000 to introduce its new instant spray starch over spot radio and tv in all prime markets Page 53

B. C. Gamble, president of Gamble-Skogmo, charges that General Outdoor Advertising Co. management has failed to notify its stockholders of his company's offer to buy shares of GOA stock at $40 a share, a price considerably above normal market levels Page 54

Otto Storch of McCall's chats with Advertising Age about how it feels to receive the National Society of Art Directors' Gold T-Square award Page 56

K. (Haps) Kemper, vp, Young & Rubicam, says business papers should change their selling tactics as far as advertising agencies are concerned Page 62

Burton E. Hotvedt, vp and manager of the Milwaukee office of Brady Co., says "our loosely policed tv" is causing most of advertising's image problem Page 66

Pan American World Airways plans to spend more money promoting tourism to the U. S. this year than the U. S. government proposes to spend in the first year of its "Visit U. S. A." program Page 68

C. H. Sandage, head of the department of advertising, University of Illinois, defines the role of advertising and predicts its greater use to attain social goals in the future Page 77

Robert Fuoss, executive editor of The Saturday Evening Post, will become editor-in-chief on Jan. 1, 1962, succeeding Ben Hibbs Page 106

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Remington Breaks Heavy Ad Drive on Skin Health

NEW YORK, May 11—The Remington electric shavers division of Sperry Rand Corp. this week launched an editorial-style "skin protection" campaign—based on dermatologists' reports.

The company, through Young & Rubicam, pegged the newspaper drive on an article which appeared in the March issue of *GP*, a medical magazine published by the American Academy of General Practice, Kansas City.

Neither the magazine nor the academy was mentioned in Remington's first ads—all-type pages (no shavers were shown) which bowed Monday. The health angle, however, got top billing:

"Straight from a major clinical study comes 'The Dermatologists' Report' to caution about shaving and skin protection."

■ Copy played heavily on five highlights of a 12-month study which evaluated "how these shaving methods bear on many troublesome—and sometimes potentially serious—skin diseases."

On one point—"moles and other skin growths"—Remington asked: "How dangerous are repeated nicks, cuts and irritations? The physicians sounded a warning about shaving among both men and women who have pigmented moles on the skin. Such moles, they cautioned, should never be irritated by repeated nickings.

"Such irritation from shaving is

(Continued on Page 12)

Branham's Broadcast Unit to Be Spun Off

WASHINGTON, May 10—The broadcast unit of Branham Co. will be spun off from the rest of the company and organized as a new corporation. The change is planned to become effective July 1. Branham now represents about 22 newspaper markets, 20 radio stations and 16 tv stations.

The new broadcast representative will be owned by the present employes of the broadcast unit of Branham. The name of the new corporation has not yet been selected.

Financial details of the spinoff arrangement are in the process of negotiation. President of the new corporation will be Thomas B. Campbell, now exec vp of Branham in New York. The full broadcast staff reportedly will join him in new offices to be opened in New York.

Branham president, Eugene F. Corcoran, who has his offices in Chicago, will continue as president of the print-only Branham Co.

■ A spokesman for Branham, who confirmed the spinoff report at the convention of the National Assn. of Broadcasters here this week, said the move was an effort to provide better service to stations and newspapers.

Branham is the second representative to split its broadcast and print operations within recent months. Kelly-Smith, announcing it no longer thought a single company could do justice to such competitive media, last winter sold its radio-tv subsidiary, Headley-Reed Co., to Bolling Co. (AA, Jan. 2).

Katz Agency, one of the biggest in the field, is now the only major representative handling newspapers as well as broadcast stations.

YOUR PHYSICIAN—*The many roles of the doctor constitute the subject of the first of a series of institutional ads from Mead Johnson Laboratories running in five magazines. The company says the ads are designed to increase public understanding of these roles.*

Mead Johnson Ads Expound Relationship of Doctors, Patients

EVANSVILLE, IND., May 11—Mead Johnson Laboratories has begun an open-end series of institutional ads explaining the doctor's role in the community.

Mead Johnson Labs, a division of Mead Johnson & Co., said the campaign is "aimed at strengthening the physician-patient relationship through increased public understanding of the significance of the many roles the doctor plays in the lives of his patients."

The series will start in *Newsweek* May 15, *The Saturday Evening Post* May 20, *U. S. News & World Report* May 22 and in June issues of *McCall's* and *Today's Health*. A series of five ads is scheduled through October, and more may follow.

■ The company denied that the series was related to a warning against indiscriminate use of dietary control products issued this week by the American Medical Assn., pointing out that the series has been in preparation for a year, and was developed with counsel from AMA. Mead Johnson's Edward Dalton Co. division makes the Metrecal dietary product.

Four-page inserts featuring the first ad with an explanation of its purpose have been running in *American Journal of Obstetrics & Gynecology, GP, Journal of the AMA, Journal of Pediatrics, MD Medical Newsmagazine, Medical World News, New England Journal of Medicine, New Medical Materia, Pediatrics,* and *Surgery, Gynecology & Obstetrics*.

L. W. Frohlich & Co., New York, is handling the campaign. ≠

American Metal Market Co. Launches 'Metal Distributor'

The pilot issue of a new industrial publication, *Metal Distributor*, will bow May 15 at the annual Steel Service Center convention in Washington, D. C. Published by American Metal Market Co., New York, the initial issue carries 16 ad pages, all of them unpaid. The $11\frac{3}{4}$ x 8" publication has a b&w rate of $380. It has a controlled circulation of 7,000, but it intends to "work toward paid." Plans call for a $5 price on annual subscriptions and a group rate of $3.

The next issue will be in the fall, and the publication will come out as a monthly, beginning next January. Archer W. P. Trench, publisher, said the company is looking for an editor and sales manager. Agency for the magazine would be T. N. Palmer Co.

At MPA Convention . . .

Cummings Advice, New Study Aim to Aid Magazines in Rivalry with TV

Cummings Tells MPA of 10 Ways Magazines Can Improve, Aid Advertisers

WHITE SULPHUR SPRINGS, W. VA., May 9—An agency man yesterday called on magazines to improve—in ten ways—to help advertisers.

Barton A. Cummings, president of Compton Advertising, asked for (1) more promotion money directed at the encouragement of reading, (2) lower cost per 1,000, (3) new space units, (4) improved color, (5) later closings for color, (6) more pinpointing of audiences, (7) agreement on regional lines for regional editions put out by various publishers, (8) new research techniques relating to magazines' effectiveness as a medium, and more cooperation in industry-wide research, (9) the keeping down of rates, and (10) improved editorial vitality and usefulness.

In connection with his last proposal, Mr. Cummings said:

"I want to create more recognition of the dignity of the work we're engaged in, getting a greater understanding on the part of the public of the important function advertising plays in our economy. I would ask that you try to

(Continued on Page 68)

'Psychological Difference' Is Magazines' Reflection of Readers' 'Living Interests'

WHITE SULPHUR SPRINGS, W. VA., May 9—Highlights of a new study—showing magazines in competition with newspapers and radio, but especially with television—were reported to the annual spring conference here of the Magazine Publishers Assn. yesterday.

"A Study of the Magazine Market" was described by Ben Gedalecia, marketing and research consultant, as Part 2 of last year's "Profitable Difference" program. The earlier phase "related patterns of media exposure to actual household expenditures for specific products and services," and "found that the greater the exposure to magazines the greater the household's participation in markets for most products and services."

■ Essential finding of the newer part of the study—called "The Psychological Difference"—was that men and women find their "living interests" best served by magazines, "generally in their over-all usefulness, and specifical-

(Continued on Page 68)

Greene to Head New National Distillers Marketing Setup

NEW YORK, May 9—Braddock Greene, who took over as director of advertising of National Distillers Products Co. this month (AA, May 1), has been named to head a revamped marketing department.

Braddock Greene

Mr. Greene succeeded Alynn Shilling, who retired last month. He takes the new title of director of marketing, and heads a marketing division into which have been consolidated the advertising, sales promotion and merchandising departments.

The division comprises four teams aligned according to brands, each staffed with a marketing manager and assistant. According to B. C. Ohlandt, exec vp, "under this new, more effective setup, we expect to be able to step up services to our tavern men, retailer and distributor customers."

The company reported that no new people had been brought in.

■ John A. Farrell, formerly sales promotion manager, has been named assistant marketing director, while E. H. Franklin is administrative assistant.

The four groups are:

Old Grand-Dad: Mr. Farrell, marketing manager; Fred S. Franklin and G. B. Smith, assistant marketing managers.

Old Taylor: John D. Lethbridge, manager; H. C. Bennett, assistant manager.

Old Crow: John F. Tallman, manager; W. J. Taylor, assistant manager.

Imports: William J. Livingston, manager; Carl Fergo, assistant manager.

Other brands are assigned to each team, none being competitive with the brands in the group. ≠

Beatrice Foods' Ad Spending Hit $9,739,178 in '60

CHICAGO, May 12—Beatrice Foods Co. revealed in its annual report today that it spent $9,739,178 for advertising and sales promotion during the fiscal year ended Feb. 29, an 18.5% increase over spending of $8,214,043 in the previous fiscal year.

Sales for the fiscal year were $477,706,773, and net earnings of $10,751,751, the highest in the company's 83-year history. Sales were up 8% from the previous year and earnings were up 4%.

The report breaks down Beatrice Foods' sales thus: bottled milk and cream, 38% of volume; ice cream, 17%; butter, 9%; other manufactured dairy products, 6%; and grocery products, 32%.

■ During the past year, Beatrice added four new plants: Mitchell Syrup & Preserve Co., Detroit, maker of Ruby Bee preserves and jelly; M. J. Holloway & Co., Chicago, manufacturer of Milk Duds, caramel suckers and other chocolate-covered caramels and packaged candies; Rosarita Mexican Foods, Mesa, Ariz., producer of frozen, delicatessen and canned Mexican foods; and Adams Corp., Beloit, Wis., producer of Korn Kurls and snack foods.

New products introduced by the company during the year were Meadow Gold Weight Control-900, a fresh dietary drink; Pineapple-Grapefruit drink; Meadow Gold Real Cream topping in pressurized cans; La Choy's shrimp chop suey; Ma Brown relish trio and special 21 oz. tumblers of grape jams and jellies; Lutz & Schramm Quintet of relishes; and Mario's pack of queen olives in barrel-type jar. ≠

'The Farmer' Boosts Rates

The Farmer, St. Paul, will increase its display advertising rates by 15¢ per line or 5.26%, effective Sept. 1. The new rate for a one-time b&w page ad is $2,352.

'Our Location Is No Handicap' . . .

Off Beaten Track, Swink Agency Keeps Adding Clients, Billing

Now Bills $3,500,000; Gains Average 16% a Year Since 1937

MARION, O., May 9—Far from the madding throng, this small midwestern city (population 35,000) looks like a great many others but has an important distinction:

Besides being the home and final resting place of Warren G. Harding, it houses two bustling advertising agencies which are surprisingly large for their locale. They are Howard Swink Advertising and Jay H. Maish Co.

The Swink agency bills $3,500,000, including $900,000 in capitalized fees, and has been in business 24 years. Maish is believed to be a little larger; it is also older (in business 45 years)—in fact, Howard Swink got his start in the agency business as a trainee at Jay M. Maish in 1924, and he stayed on for 13 years before setting up his own shop on May 1, 1937, exactly 24 years ago. He left Maish largely because that agency tended to specialize in sales promotion and collateral material to a great extent.

■ The training that Howard Swink got from Jay H. Maish appears to have been excellent. In the first year, his new shop billed $65,000 on five accounts, and it has grown every year since then.

(Continued on Page 92)

26 Farm Papers Form Ad Bureau

CHICAGO, May 10—A new State Farm Paper Advertising Bureau has been formed, representing 26 state and local farm publications.

Patterned after bureaus serving other media, the farm paper bureau will establish a Chicago office soon, according to Gilbert P. Swanson, Pacific Northwest Farm Quad, president of the bureau. Theodore W. Prescott, formerly marketing vp of the Charles E. Hires Co., Philadelphia, has been appointed bureau director.

The farm paper bureau will offer advertisers a national package of locally edited farm publications with a combined circulation of nearly 4,000,000.

The bureau is the result of a reorganization by the State & Local Farm Papers group, which had been cooperating on promotions and sales programs through an ac-

(Continued on Page 104)

Rickard Joins 'Graphic Arts'; Hamilton Succeeds at Haywood

Ted Rickard has resigned as market development director of Haywood Publishing Co., Chicago, and editor-publisher of *Boxboard Containers*, to join *Graphic Arts Monthly*, Chicago, as field editor. George Hamilton, with Haywood since 1945, will become editor-publisher of *Boxboard Containers*. Mr. Hamilton, who has held publisher posts with both *Consumer Packaging* (formerly *Packaging Parade*) and *Boxboard Containers*, also will continue in charge of Haywood Publishing Co. of Indiana, the Haywood printing division.

Doff 'Domestic Blinders,' Market Abroad: Strouse

JWT Head Says Company Must Sell Overseas to Stay Competitive in U.S.

DETROIT, May 9—Norman H. Strouse, president of J. Walter Thompson Co., said yesterday, "The day is gone when a major American company can confine itself complacently to the domestic market."

Mr. Strouse, speaking before the Economic Club of Detroit, urged business men to give up their "domestic blinders as a museum piece and look toward the development of world markets in order to remain competitive even in the domestic field."

The JWT president said this lesson will be brought home to many companies "if it can be recognized that in many cases at least 30% of future profits can originate abroad."

Mr. Strouse traced the growth of advertising in the U.S. from a "simple, low-cost" method of communication to "a crucial role in providing driving power for our expanding economy," and he pointed out that other countries are now poised for this same kind of growth.

■ He said the prerequisites for a rapid growth of advertising now exist abroad as they did in the U.S. in earlier years. He named these prerequisites as "mass-production facilities, mass consumption potential, accessibility of mass markets and availability of mass media."

Mr. Strouse noted that European automobile plants will soon be producing more passenger cars than the U.S. and that European plants "already produce more refrigerators, an item we think of as peculiarly American."

Citing figures published by ADVERTISING AGE in its international issue (AA, April 17), Mr. Strouse pointed out that advertising volume outside the U.S. approached $5.8 billion in 1960 and that 10 leading U.S. companies spent more than $250,000,000 on overseas advertising.

He reported that JWT derived more than 35% of its total volume from international advertising in 1960 and that the five largest U.S. agencies operating internationally handled more than $304,000,000 of advertising outside this country in 1960.

■ Mr. Strouse said the U.S. did not invent advertising, but, he stated, American advertising concepts and methods have become "the unquestioned standard of the world over the last 50 years and have enabled American agencies to carry their know-how successfully to all parts of the world in competition with agencies to other countries with agencies indigenous to other countries—agencies not experienced in 'reason why' advertising."

Mr. Strouse outlined the contributions made by U.S. advertising as follows:

• 1. The change from "keeping your name before the public" to "salesmanship in print." This "brought to the international scene the sharp cutting edge of the 'consumer proposition' or 'reason why' selling."

• 2. Development of market research through which advertisers obtain "better knowledge" of customer wants and needs.

• 3. Taking the guesswork and haggling out of advertising buying through establishment of the Audit Bureau of Circulations and the standard rate card.

• 4. Development of the advertising agency from a brokerage business to a service business.

■ Mr. Strouse told his audience of Detroit business leaders that Thompson has found that American advertising methods do work abroad. "Everywhere in the world," he said, "we have found such common denominators as that men like to make money, and women want to be beautiful.

"As long as we observe certain differences in point of view, such as the fact that female beauty includes heftiness in weight in some countries, we have found that the same basic appeals could be used almost everywhere.

"On the other hand, we quickly learned that in translating these basic appeals into other languages, literal translation could sometimes be extremely embarrassing. When the phrase 'Body by Fisher' came out in Flemish as 'Corpse by Fisher,' we learned this lesson." =

PLAY BALL—*Baseball theme will dominate the outdoor advertising of Bernard S. Pincus Co., Philadelphia, in Pennsylvania and New Jersey this summer. The company produces Yankee Maid Barbe-cuties frankfurters. Wermen & Schorr is the agency.*

A ONE-IN-A-MILLION TEST MARKET
ONE NEWSPAPER AND A MILLION AND MORE PROSPECTS

You can now cover one of the nation's top three test markets (and the Number *One* test market in New England!) thoroughly and *economically* with The Providence Journal-Bulletin.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

SPOT COLOR NOW AVAILABLE
Write for rates and details

Boston office: 479 Statler Office Bldg., Boston 16; Represented in Florida by McAskill, Herman & Daley, 4014 Chase Ave., Miami Beach 40; Represented elsewhere by Ward-Griffith Co., Inc.

PROVIDENCE
JOURNAL-BULLETIN

In the Top 20 in Total Retail Sales

Cultivate Apparel Sales Figures

In the South's top markets—highly industrialized Greensboro ranks high in Apparel Store Sales ahead of Chattanooga and close behind primary markets like Richmond and Mobile. To harvest this rich dollar crop, your clothing advertising should wear the label of the Greensboro News and Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for *"1960 Major U. S. Markets Analysis"* Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA
Represented Nationally by Jann & Kelley, Inc.

How to make your advertising dollars work harder to beat today's "Profit-Squeeze"

Read what This Week MAGAZINE can do for you right now— to help solve your profit problems!

1. THIS WEEK has the massive audience—more than 13,590,206 families week after week. Broad national coverage, yet with concentrated impact—beyond that of any other medium—in the major metropolitan areas where profit opportunity is greatest!

2. THIS WEEK actually reaches *more* homes in 43 "make-or-break" markets than the average half-hour "Top Ten" network television show.

3. THIS WEEK has the overwhelming acceptance of top retailers and their "buying committees"—the key retail executives whose decisions can make or break any product or any promotion today.

4. THIS WEEK, by far, gives you the lowest cost per thousand for both 4-color and black-and-white pages of any major weekly magazine—and the greatest *circulation impact* of any weekly magazine.

HOW THIS WEEK CAN PROVIDE GREAT SAVINGS FOR MAJOR PRINT ADVERTISERS

	ONE 4-COLOR PAGE			14 4-COLOR PAGES
	Total Circulation	Cost/M	Total Cost	Total Cost
LIFE	6,764,686	$6.96	$47,050	$619,178
LOOK	6,500,000	$6.76	$43,910	$577,855
TOTAL LIFE & LOOK	13,264,686	$6.86	$90,960	$1,197,033
This Week MAGAZINE	**13,590,206**	**$3.91**	**$53,150**	**$635,674**
Dollars saved by using This Week to reach same total circulation as Life and Look combined			**$37,810** 1 Page (4-color)	**$561,359** 14 Pages

Sources—Circulation:
THIS WEEK—average ended 9/30/60
Life and Look—average ended 12/31/60
or rate base when higher

Rates: Currently effective
(Look—effective 7/18/61)

Compare This Week MAGAZINE with television, too!

To reach 13,590,206 homes through television...what show would you have to buy? What price would you have to pay? What chance do you really have of securing such a show?

THE MOST POWERFUL SELLING FORCE IN PRINT

This Week
MAGAZINE

CIRCULATION 13,590,206

Advertising Must Not Only Be Honest, It Must Also 'Smell' That Way: Jones

Agency Head Says Public Faith Must Be Guarded by Business, Media, Admen

(For other news from the fifth district AFA convention, see Page 77.)

CINCINNATI, May 12—Advertising not only must be honest but it also must present the appearance, tone and even the "smell" and "feel" of honesty.

Otherwise it will "infect not only the present customer, but [also] future generations, with the seeds of distrust," Ernest A. Jones, president of MacManus, John & Adams, Bloomfield Hills, Mich., told the Advertising Federation of America fifth district convention here today.

Without real and apparent honesty, advertising "can puncture the 'umbrella of credibility' which respected media always have extended to the advertising they carry," Mr. Jones warned.

"By the book," most advertising is certainly honest, he said, but cautioned: "Public faith can be destroyed by advertising as basically honest in content as if created by a dozen angels on a Sunday afternoon. It can be honest advertising in behalf of an honest product and yet—for all that—nibble away at the structure of public faith.

■ "The poison is a matter of manners, not morals . . . where the 'package' defeats its contents . . . where the manner of presentation smothers credibility by boredom, suspicion or downright disgust," he said, and told an example from his own home:

"I was watching tv, and my small daughter was honoring me with her company. A commercial came on involving a product I know to be an honest product, because we use it ourselves in preference to a dozen others. But, in this instance, someone was pushing too hard. Someone at the agency, someone at the factory; I don't know who, but the result was . . . 'Baloney,' my daughter piped up.

■ "Here, then, was an advertisement that was honest in words—technically correct down to the last comma—and yet so presented as to slam the door on itself—to arouse suspicion about a product I knew was okay in every way," Mr. Jones said.

"Each advertisement (be it in print, tv or radio) either contributes to, or detracts from, the totality of public confidence in all advertising," he said.

"There are no degrees of faith. It is either absolute or absent. Faith can neither be legislated into existence or legislated out of existence. It must continually be earned," Mr. Jones said.

He called on all people concerned with advertising—"the public face of the business world"—to do their part in maintaining public faith, by deeds rather than words. Advertising ethics, business ethics and media ethics are every adman's responsibility, he said. "We are indeed our brother's keeper," the agency chief declared.

"I don't think we can talk away our social responsibility . . . or further dissipate the public faith and credibility we must have to function. For there is the true point of attack of our enemies despite whatever flanking moves they make. Destroy public faith and you destroy advertising, you destroy media, you destroy the business structure itself," Mr. Jones said.

■ Because neither business nor advertising nor media could exist in its present form without public faith, he said, the preservation of that faith is a tripartite responsibility.

"We cannot gerrymander that responsibility and say that his ethics is bad, yours is poor, and mine is the best damned ethics you ever saw. We are all in this together, gentlemen, for the public's logic may be crude, but it is ruthless. It knows with almost tribal instinct that a stream can be no purer than its source and its channel . . . nor can a bad tree put forth good fruit," Mr. Jones said.

Speaking of media and of advertising, he said that it is in the "borderline" areas that ethics needs tightening.

"Ethics springs not from the law courts but from the heart. And I think we should look into our hearts and judge ourselves accordingly," the agency president said.

■ Businesses which subsidize "borderline" advertising, media which accept it and the advertising people who prepare it—all on the plea that it is technically legal—connive at their own destruction, Mr. Jones said. Unfortunately, they will not go down alone, he added, for "you can't sink part of a ship."

He said that there is little doubt that a great deal of public distrust of all advertising is generated at the local level: "Here is a just-inside-the-law swamp, breeding the bacilli of public resentment and distrust.

"And let media make no mistake about the fact that we in advertising are intensely interested in the climate they provide for the advertising we place. We know that a reader or a listener becomes emotionally involved with the vehicle and transfers his feeling to its advertising," Mr. Jones said.

Faith or lack of faith in media is extended to advertising, he explained.

■ As the national economy climbs toward an estimated $800 billion, the volume of advertising necessary to attain that gross national product will draw increased critical fire, Mr. Jones predicted.

"The competitive pressure is likely to be unnerving to those who favor growth but detest growth pains," Mr. Jones said. "Or to those who stand four-square for progress but forget that progress means change and sometimes irritation. For every economic omelet some eggheads must be broken," he said.

The predicted intellectualized attack will not be aimed at growth, progress, better living or increased freedom of choice for the consumer, Mr. Jones said.

"Good Galbraith!" he commented, "how could anyone in his right mind attack such desirable values?" Instead, he said, it is likely to be directed at the phenomena which produces those values—advertising. It is the perfect target because it is everywhere, and, like anything omnipresent, is likely to prove irritating to a certain number at any given time, he said. #

'SEP' Names Ramel, Crimmins

George R. Ramel, previously a salesman with the New York office of *The Saturday Evening Post*, has been named manager of the magazine's Cleveland office, succeeding Robert E. Mizen, who has been transferred to the Chicago office. James C. Crimmins, formerly with Victor Mfg. Co., has rejoined the advertising promotion staff of the *Post* in New York as head of sales presentation development.

Ladies' Home Journal announces a new Regional Edition Marketing Plan

7 regional editions based on standard marketing areas offer penetration, flexibility, measurability. Starting with the October issue, Ladies' Home Journal advertisers will be able to choose from seven new regional editions. ■ Now you can buy whatever combination you want to fit your marketing objectives. Use this plan to support a regional brand. To supplement TV coverage. To launch a test product. What's more, you buy just what you need—no more, no less. ■ And note this: The seven new Journal editions virtually match existing auditing areas. This means all measurements can be made quickly and economically. ■ For complete details and regional rates, contact your Journal representative today. **WHEN THE JOURNAL SPEAKS –WOMEN LISTEN**

Mary Carter Paints Seeks New Agency as It Boosts Ad Effort; Rebuts FTC Ad Charge

TAMPA, FLA., May 10—Mary Carter Paint Co., which named its first fulltime advertising director in February, is quietly using spot tv on a market-by-market basis in six cities and at the same time is on the verge of choosing a new advertising agency. Lino & Associates, a local agency, resigned the account April 1.

Are YOU a communist?

Red Russia's Conspiracy for World Dictatorship has a BILLION people under control and rolling fast! Does it disturb YOU? Freedom needs some of YOUR ability and spare-time — ideas, sales-promotion, writers, artists — to arouse and inform all free people of the danger confronting them. HELP? Send resume. F. Clyde Tuttle, Greensboro, N. C.

■ Mary Carter currently does business in 33 states through about 600 dealers. The company has relied on co-op newspaper and radio advertising, but lately the paint manufacturer has been airing 20-second and 60-second spot tv in Cleveland, Houston, Los Angeles, Miami, Mobile and New Orleans.

Simultaneously, Mary Carter has finished evaluating agency solicitations and has asked four shops to make presentations, either the last week of May or the first week in June. The four are D'Arcy Advertising Co., St. Louis; Ellington & Co., New York; Henderson Advertising Agency, Greenville, N.C.; and J. M. Mathes Inc., New York. In addition, "a couple of late starters" may also be asked to make presentations, ADVERTISING AGE learned.

The four agencies will be shooting for total billings of about $2,000,000 this year. The company plans to spend approximately $1,240,000, including its share of co-op expenses, and the dealers will chip in another $750,000. Last year, Mary Carter spent about $950,000 for advertising and dealers accounted for $400,000.

Good Housekeeping is the only magazine on Mary Carter's national schedule. The company is running color pages in *Good Housekeeping* every month, with the exception of July and August.

■ The man behind this increased activity is Frank T. Barnes, advertising director of Mary Carter, who for many years was business manager and executive secretary of the Bureau of Advertising, ANPA. For the past two years, Mr. Barnes has operated his own advertising consultant company in Florida.

Second in command is Ed Bodler, whose title is advertising manager and coordinator of dealer advertising. Mr. Bodler supervised Mary Carter's advertising operations, on a parttime basis, before Mr. Barnes joined the company.

Year-end target for Mary Carter is to line up an additional 300 franchised dealers, which would bring the number of stores carrying the Mary Carter brand to 900. About 100 of the present 600 franchised stores are company owned.

■ In commenting on the resignation of Lino & Associates, Mary Carter officials said the agency did "a very nice job." They explained that the company had reached a point where it had to re-evaluate its whole program, both internally and externally. "The best way to evaluate the company was to think in terms of a new agency," they explained.

Meanwhile, the company's use of the slogan, "Buy one and get one free," was attacked in a Federal Trade Commission complaint Feb. 15, with FTC charging that prices used in Mary Carter ads are neither factory prices nor the regular retail price of the paint.

In reply, the company said that the reference to price is necessary in order to give customers a standard for judging the value of the product they are getting.

■ "The nature of the competitive paint market is such," Mary Carter said, "that in the absence of standard quality grading—which we advocate and continue to advocate—price has become in the public estimation a principal standard for quality comparison."

The chain gave FTC an example of publicity materials from National Paint, Varnish & Lacquer Assn. to support its contention that the big nationally advertised brands and the association are engaged in an advertising and public relations campaign to "inculcate into the public mind the idea that the principal criterion of quality in paint is price."

■ At the end of April, Mary Carter called on the paint industry to adopt government-approved commercial standards. The company offered to contribute $50,000 toward a $500,000 fund for development of the standards. However, the National Paint, Varnish & Lacquer Assn. turned the suggestion down, terming it "inappropriate" at present.

The association said its members already have a "stringent code of ethics for the protection of the consumer." It also contended that "since your company is now under Federal Trade Commission charges for deceptive advertising, it is inappropriate to discuss your proposal at this time."

API to Open West Coast Advertising Office

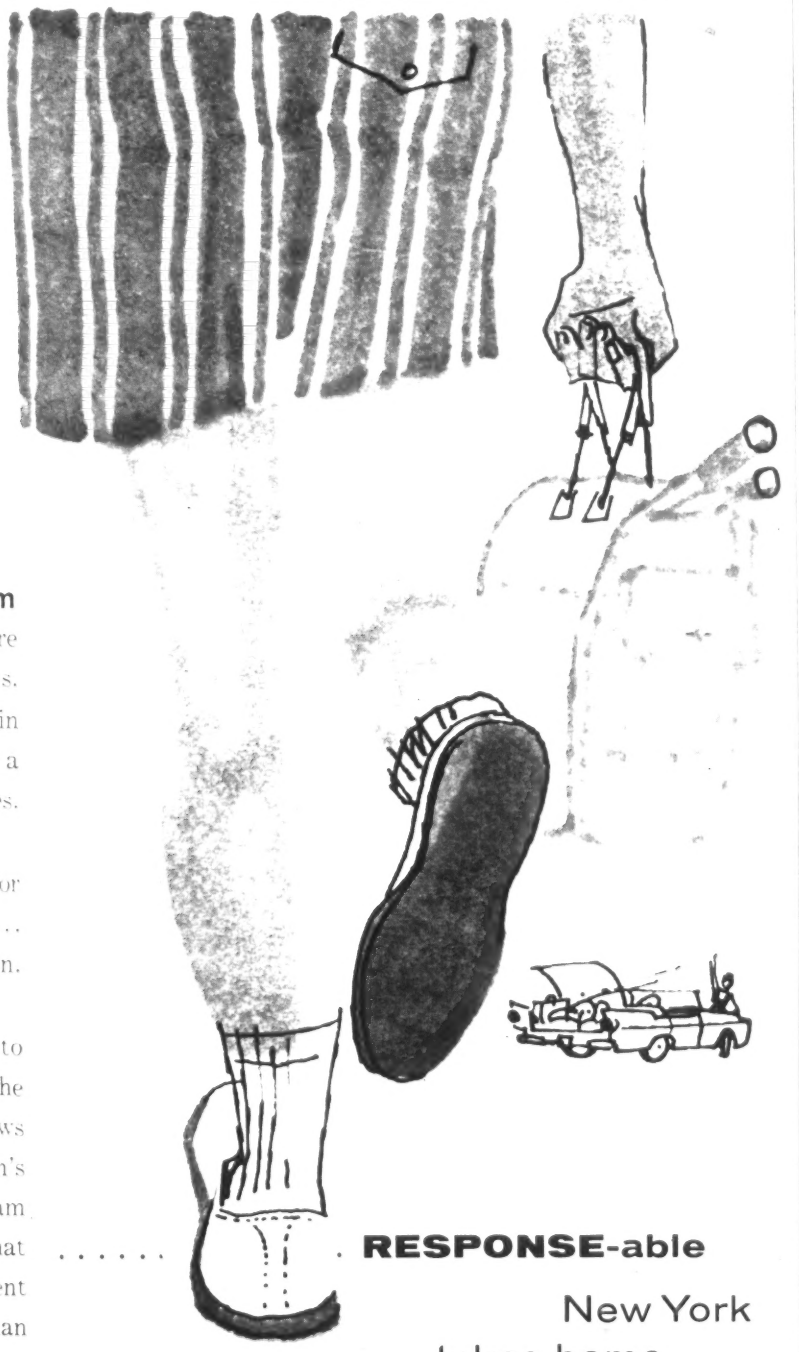
Advertising Publications Inc., publisher of ADVERTISING AGE, *Advertising & Sales Promotion* and *Industrial Marketing*, will open its own West Coast advertising offices about July 1. In charge of West Coast advertising for the publications will be Richard E. McCarty, who at one time was San Francisco manager for Simpson-Reilly Ltd., longtime API West Coast representative, but who has been out of the advertising business for the past several years.

Mr. McCarty will probably make his headquarters in Los Angeles, where ADVERTISING AGE recently opened its own editorial office, in charge of Denis Higgins, at 5880 Hollywood Blvd.

Simpson-Reilly Ltd. has represented ADVERTISING AGE and other API publications in western states for 29 years—almost the entire life of AA. In announcing the change, G. D. Crain Jr., president of API, paid tribute to the job this organization has done over almost three decades. "It is a real tribute to the kind of job Simpson-Reilly has done for us," he said, "that our advertising volume in the western states has grown so large that our own sales organization on the West Coast is now not only desirable but essential. We are extremely grateful to Walter Reilly and his men, and sorry that our growth and our need for completely integrated facilities on the West Coast brings our long and extremely pleasant affiliation with Simpson-Reilly to an end."

Fort Worth Club Elects Clark

Herman Clark, program director of WBAP, has been elected president of the Advertising Club of Fort Worth. Also elected were Don Pierson, automobile advertising manager, *Fort Worth Star-Telegram*, 1st vp; Gordon Crow, public relations and advertising, First National Bank, 2nd vp; and Harry Ottman, vp, Thomas L. Yates Advertising, treasurer.



A summer boom

is blooming among New York families who are too busy for TV when the outdoor living starts. These are the active, successful people in city and suburbs who have more money for a variety of leisure-time activities.

They buy more *cars* to go places...more *food* for family cook-outs...more *liquor* for entertaining... more things of all kinds for sports and recreation.

And they get their ideas on what to do and how to do it from their family evening newspaper—the home-going World-Telegram. It's loaded with news about summer living on its sports pages, its women's pages, its feature pages. And the World-Telegram carries more of the advertising that tells readers what and where to buy. For example: more department store advertising, boat and camera advertising than any other New York weekday newspaper; more sporting goods advertising, more liquor advertising than any other evening paper (we could go on).

Now's the time to stir up summer sales by going home with the World-Telegram—to 477,000 of New York's most responsive families. They're out and buying...and ready to be sold!

. . . . . **RESPONSE-able**

New York takes home the

WORLD-TELEGRAM

New York's *quality* evening newspaper

DYNAMIC BALTIMORE

Smoke wafts out over Baltimore Harbor (the nation's 2nd largest seaport) from more kinds of industry than could be named here. From steel to shipbuilding—paint to potassium. The "stacks" keep pace with the tremendous supply required by Baltimore's unprecedented growth and development—and the demands of cities all over the globe. ■ Smoke over our harbor is one of the many signs of prosperity in Dynamic Baltimore. We are now the 8th fastest-growing market in the nation. Only 3 larger metropolitan areas exceed Baltimore's rate of growth in total retail sales. ■ This is one market you want to cover. And by happy and unique circumstance, one medium does it. Here's the all-important fact: Half the families in the entire state of Maryland live within a 15-mile radius from the center of downtown Baltimore. In this compact area—roughly the ABC City Zone—an estimated 92% of all retail sales are made. ■ The one medium is the Sunpapers, with over 420,000 daily circulation and over 319,000 Sunday. Moreover, 88% of our daily circulation (77% of it home delivered) and more than 82% of our Sunday circulation (80% of it home delivered) is in this City Zone. ■ To reach the buying power of Dynamic Baltimore, it's the Sunpapers—first and for most!

THE BALTIMORE SUNPAPERS

"Everything in Baltimore revolves around The Sun"

National Representatives:
Cresmer & Woodward—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

Circulation Figures: ABC Publisher's Statement 9/30/60

Steel Maker Ads Answer Push for Aluminum in Cars

(Continued from Page 1)

steel bumper business, is pulling no punches in its ad copy.

Reynolds, a longtime advertiser in the automotive trade field, told ADVERTISING AGE: "We are suprised that steel did not start earlier."

Great Lakes recently began poking at Reynolds on WJR here, with one-minute, 20 times weekly radio spots. The downriver steel company is using the same light dialog technique that Reynolds has been using for several years in its WJR campaigns.

■ To back up the radio spots, Great Lakes is following with page ads in plant city daily and weekly newspapers, beginning May 14 in the *Detroit News*, *Detroit Free Press*, *Lansing State Journal* and *Flint Journal*, and following May 15 in the *Pontiac Press*.

The ad also will run May 17 or 18 in the *Wyandotte Tribune*, *Wyandotte News Herald*, *Ecorse Telegram*, *Trenton Times*, the *Southwest Journal*, the Mellus newspapers, and the *Herald & Ecorse Advertiser*—all in Great Lakes Steel's own back yard.

Next comes a four-color spread in *Automotive News* May 22, *Automotive Industries* June 1, *Business Week* June 3, the June issues of *Michigan Manufacturer* and *Financial Record* and the Detroit Athletic Club's *DAC News*, plus *SAE Journal* for July. Meanwhile, more newspaper ads will follow.

■ The Great Lakes radio commercial sets the tenor of the whole campaign. Lulu La Lumium, in a sort of sexy voice, appears on the scene as two Great Lakes steel bumpers are chatting. The elder bumper (he's been bumpin' with the best of them for 20 years) warns the eager younger bumper:

• "Watch it, son. She's one of that light metal crowd. In a few months she'll be looking like a crumpled gum wrapper."

• "She looked so soft," sighs the second steel bumper.

• "Yeah, soft enough to be dented by a rubber baby buggy bumper. Stick to your own kind—you wouldn't want an old cook pot for a mother-in-law."

■ The Lulu La Lumium spots are Great Lakes Steel's answer to Rusty & Salty, two gutteral gremlins used by Reynolds on WJR in recent years to put across Reynolds' pitch of the rust-and-corrosion-resistant qualities of aluminum.

Wilfred D. MacDonnell, president of Great Lakes Steel, said about the situation: "For many years we have had our hats off in admiration of our aluminum friend for the way they have employed aggressive and enthusiastic advertising and sales promotion to move aluminum into new end-product uses. Now we are taking our gloves off, too."

■ While the aluminum companies have been trying to develop a competitive bumper, he said, the "advance selling job for the aluminum bumper has moved far out in front of product development effort; but the competitive aluminum bumper is still a dream."

Reynolds, Alcoa and Kaiser all have directed their automotive trade advertising in recent years toward developing new markets, and this type of advertising no doubt will continue. Bumpers fall into this category, along with engine blocks, trim, grilles and other components that the aluminum companies would dearly like to corner.

But Great Lakes apparently became alarmed that the Reynolds trade advertising, particularly on WJR, overflowed to the general public. Mr. MacDonnell said that an "informal public opinion sampling" revealed that many people think the aluminum bumper is already an accomplished fact on American-made automobiles. Furthermore, he said, too many people think this non-existent aluminum bumper is superior to a steel bumper, and less costly.

■ At a two-hour demonstration for the press this week, Great Lakes showed relative strength, impact resistance, corrosion resistance, and polishing characteristics of steel and aluminum bumpers. Mr. MacDonnell said an intensive study of the respective values of steel and aluminum in automobile bumpers disclosed that "volume use of aluminum for automobile bumpers will probably never take place."

A Kaiser source, however, said "the aluminum bumper is here—it may not be on current models, but it's on its way." According to Detroit reports, Pontiac will build 5,000 1962 model cars equipped with aluminum bumpers, and some test models have been in the field for two years.

Whether or not the aluminum bumper is here, or just around the corner, or merely a dream, the "battle of bumper hill," as it has been labeled, is on. Some observers expect more companies, on both sides of the fence, to join in shortly with ad campaigns of their own.

WHOEVER WINS, IT'S BUMPER CROP FOR WJR

DETROIT, May 10—Regardless of the outcome of the automobile bumper-bumping between steel and aluminum, WJR stands to be a winner. Both Great Lakes Steel Corp. and Reynolds Metals are heavy users of WJR's "industrial concept," that currently accounts for more than 10% of the radio station's sales revenues.

Although Great Lakes also is using print media in the Detroit area, the company admits that Reynolds' radio commercials prompted the decision to get into the act.

■ Reynolds is one of WJR's original industrial advertisers; Great Lakes Steel is the newest of a list of some 25 companies, mostly in the automotive field, to use WJR to reach a selected audience.

WJR explains its industrial concept as the use of certain select times to reach the industrial prospect, when he is shaving, dressing, eating breakfast or supper, driving to and from work, or relaxing at home. This audience may consist of several thousand automotive buyers, engineers, stylists and other key people, or it may consist of only several hundred specific prospects.

■ Industrial advertisers pay the same rate and get the same airing on WJR, but their commercials are written and aimed at their particular trade groups, in the same way an ad in a trade magazine is tailored to suit a particular group.

Although most commercials are aimed at these particular groups, there are times when "industrial concept" advertisers aim at the general consumer. For example, Harrison Radiator, division of General Motors, is interested in reaching primarily GM execs in the area. But some of their commercials employ a female vocalist, and are aimed at the regular consumer as well.

WJR's revenue in 1960 from its industrial accounts totaled an estimated $380,000. Four industrial accounts rank in WJR's top 50 advertisers. ≠

Amstel of Amsterdam

DISPUTED—*This ad by Amstel American Corp. brought on reaction from Heineken's in the form of a different answer to the question posed in its headline.*

Heineken's Objects to Amstel's KLM Claim; Line Neutral

NEW YORK, May 11—Amstel Holland beer and Heineken's today were fighting an air-to-ground battle—with KLM Royal Dutch Airlines in the middle.

An Amstel campaign, which broke Sunday in the *New York Times Magazine*, said Amstel was the only beer served on KLM first-class flights. Heineken's immediately called the campaign "misleading" and cited an agreement made in Holland whereby KLM gave Heineken's the ground rights and Amstel got priority aloft.

Heineken's claimed the larger volume of beer business was done on the ground, and added that it had over 90% of the Holland beer business done in the U.S. Its volume in the U.S. last year, it said, was more than 1,000,000 cases versus 35,000 for Amstel.

■ KLM, today adopted a neutral stand in the hassle of Holland beers. The airline's ad manager, Robert F. Murphy, said his company had no investment in the Amstel pitch.

Amstel's agency is Cohen & Aleshire; Heineken's is handled by MacManus, John & Adams. KLM is with Erwin Wasey, Ruthrauff & Ryan. ≠

Berger Joins Absorene

Martin Berger has joined Absorene Mfg. Co., St. Louis, manufacturer of toys, plastics and household items, as advertising and sales manager. Mr. Berger was formerly in the media department of Gardner Advertising Co., St. Louis.

Lippman Moves to New Offices

Lippman Advertising Associates, Buffalo, has moved to new offices in the Hotel Buffalo.

Gero & Bierstein Merges with Levy

PATERSON, N. J., May 11—Two New Jersey agencies merged today to form Gero, Bierstein & Levy, reporting total billings in excess of $2,500,000. The merger, says the new agency, places it among the top five in the state.

The two agencies are Gero & Bierstein, of Paterson, which also maintains an office in New York, and Levy Advertising, Newark. Principals in the merger are George Gero, formerly president, and Boris S. Bierstein, formerly exec vp of G&B, and Hyman R. Levy, formerly president of Levy.

In terms of the merger, Messrs. Gero, Bierstein and Levy are equal partners. Mr. Gero takes the presidency, while his partners are vps.

Mr. Gero said his agency bills around $1,500,000, while the Levy shop's billings have been between $750,000 and $1,000,000. The biggest client of the agency is Wellco Shoe Corp., Waynesville, N. C., manufacturer of Foamtread slippers and casual shoes, billing between $250,000 and $300,000. Wellco was on the old G&B client list, along with Durabilt Homes Corp., Little Falls, N. J., and Winston-Holzer Corp., New York, real estate developer.

■ Mr. Gero said that GB&L would have a total client list of about 55, made up of about 30 G&B accounts and 20 to 25 Levy accounts.

Gardner Highlights New Business Aims in All-Day Meeting

ST. LOUIS, May 9—Gardner Advertising devoted a full-day meeting here May 6 to the concept of new business, a subject in which the agency has shown great interest in recent years.

Gardner's vigorous drive for new business landed it seven new companies and 18 new products last year; its billing was up 14% over 1959; has tripled since 1950; doubled since 1956. It now has 40 clients billing $42,500,000; of the 40, 23 bill less than $500,000; six bill between $500,000 and $1,000,000; and 11 bill more than $1,400,000.

■ During the all-day meeting three staff members received the Big G award (which was accompanied by a check) for their initiative, imagination and dedication in making the greatest contribution to the new business effort.

Award winners were Warren B. Wiethaupt, media group supervisor; Jane C. Groves, librarian; and Terrill R. Rees Jr., creative-contact executive. All Gardner employes except officers are eligible for the awards.

Wiethaupt Claggett Groves Rees

WINNERS—*Gardner Advertising staffers Warren B. Wiethaupt, Jane C. Groves and Terrill R. Rees Jr., receiving Big G awards from Charles E. Claggett, agency president and board chairman.*

ROYAL HOLIDAY—*Diamond Crystal Salt Co. will use this two-color page in Life and Look and 13 Sunday supplements.*

Diamond Crystal to Mark 75th Birthday via Contest Promotion

ST. CLAIR, MICH., May 11—Diamond Crystal Salt Co. will promote a $75,000 75th anniversary consumer jingle contest in page ads in *Life* and *Look* and 13 Sunday supplements and insertions in 41 newspapers. Outdoor and radio and tv will also be used.

Two-color pages will appear in the June 6 issue of *Look* and the June 16 *Life*. The same ads are also set for the June 25 supplements of *Akron Beacon-Journal*, *Boston Globe*, *Buffalo Courier-Express*, *Cleveland Plain Dealer*, *Columbus Dispatch*, *Detroit News*, *Hartford Courant*, *Miami Herald*, *Pittsburgh Press*, *Providence Journal*, the *Republican*, Springfield, Mass., *Syracuse Herald-American* and *Toledo Blade*.

B&w 1,000-line insertions will appear June 1 or June 2 in 41 newspapers, in the East and Midwest. The number includes the 10-newspaper Westchester-Rockland, N.Y., group.

Outdoor will be used in Buffalo, Cleveland, Miami, Pittsburgh, Detroit, Flint, Grand Rapids, Saginaw, and Royal Oak, Mich. The tv and radio schedule has not yet been set.

■ Grand prize of the contest will be "a month of luxurious European living" for a family of up to four persons. A total of 1,541 other consumer prizes, ranging from swimming pools to perfume, will also be awarded. The dealer selling Diamond Crystal salt to the consumer grand prize winner will win a two-week trip to Europe for himself and his wife. There will be 85 more trade prizes.

Duffy, McClure & Wilder, Cleveland, is the agency.

The company has also adopted a new red and black "crystalline" trademark, designed by Dickens Inc., Chicago. ≠

Colgate Sets TV Series

Colgate-Palmolive Co., New York, big buyer of tv entertainment shows, will sponsor a monthly half-hour film and tape science series, "Frontiers of Knowledge," on five Triangle stations. Produced by WFIL-TV, Philadelphia, in collaboration with the University of Pennsylvania, the series started with "The Eve of the Atom" May 11 on WFIL-TV. Other stations carrying the shows are WFBG-TV, Altoona, and WLYH-TV, Lebanon, Pa.; WNBF-TV, Binghamton, N. Y.; and KFRE-TV, Fresno, Cal. Agencies have not been assigned yet for Colgate's one-year sponsorship, but a variety of products will be advertised on the series.

Men who sell the West with Sunset

"SUNSET HAS BEEN A PRIMARY INFLUENCE ON OUR MARKETING SUCCESS IN THE WEST"

—says Oral B's John H. Murphy

"Sunset was the cornerstone of our first advertising campaign," says toothbrush marketer John H. Murphy. "We now use national media, too, but Sunset has been and continues to be the primary influence on our marketing success in the West. Just take a look at those sales figures!"

The figures are, indeed, spectacular. From 1956, when Oral B first advertised in Sunset, to 1960, sales skyrocketed almost 200%. Today it is the largest selling toothbrush in the Western market, and ranks among the leaders in the nation.

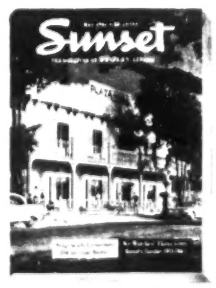
"With a limited budget," says Mr. Murphy, "we have to be very selective. Sunset's audience parallels our market. It goes into exactly the kind of homes we want to reach." The Sunset families in those homes are the most responsive buyers in the West. And the most influential. They set the trends in Western Living.

Men who sell the West know that reaching these 2,000,000 influential Sunset readers is the surest way to get action in the Western market. Action that produces "success story" results. That's why Oral B and 1429 other advertisers used Sunset in 1960 – why you should use Sunset in 1961.*

You can use all of Sunset, or you can localize your story in any one or combination of Sunset's three specialized zone editions. Either way, you sell *person-to-person* to the pace-setters of Western Living – the best customers in the region. Try it, and write a Western success story of your own!

**For Oral B, the first 3 months of 1961 were the greatest sales quarter in its history.*

Mr. Murphy reviews plans for Oral B Sunset advertising with account executive Clark Laurence, president of Long Advertising, Inc.



THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA

Ad Astra per Adverto . . .

Advertisers Hitch Wagon to Rising Astronaut's Star

NEW YORK, May 10—Advertisers were busy hitchhiking rides into space this week.

Cmdr. Alan Shepard's flight into space last Friday touched off a spate of tie-in ads. Companies whose products were involved rushed into advertising to point up their contributions.

At least a dozen advertisers had astronaut copy running this week in magazines and newspapers. Among the "me, too" participants were McDonnell Aircraft; B. F. Goodrich Co.; Shell Oil; Chrysler Corp.; Northrop Corp.; Allis-Chalmers; North American Aviation; Radio Corp. of America; Minneapolis Honeywell; and Sperry Rand.

■ In New York, Macy's took a full page in last Saturday's *New York Times* to salute this "achievement of the human spirit and the human mind" and to promise that "just as Macy's had more bustles to choose from when women wore bustles, we'll have more space suits when there's a space suit in every wardrobe."

The campaigns also gave media an opportunity to boast of their fast-break pages. *Newsweek*, printed over the weekend, was able to carry eight pages. *Scientific American* held the presses for its June issue until virtually the last minute to accommodate a McDonnell color page.

Of course, several of the advertisers were well prepared in advance for the space shot. Goodrich had its space suit advertisements waiting at 28 newspapers and four magazines.

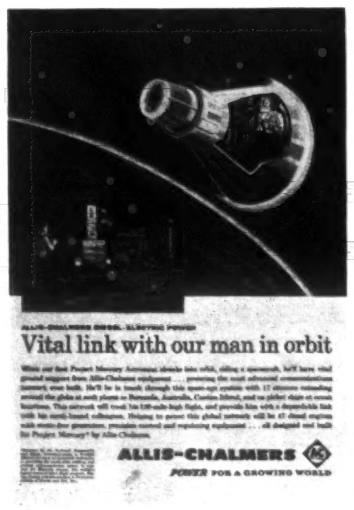
■ In Washington, C. Leo De Orsey, lawyer for the astronauts, told AA that a number of companies have sought to make deals with the space fliers for commercial endorsements. He reported that the astronauts have been asked to endorse "everything from watches to trains."

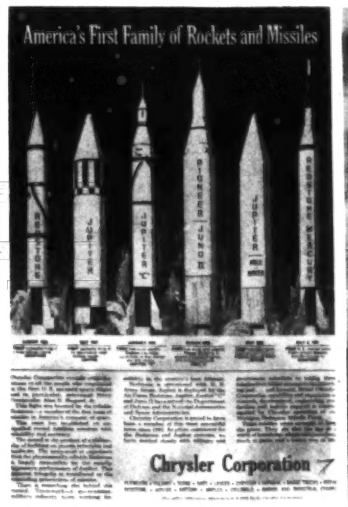
Mr. De Orsey emphasized that all requests have been turned down. He confirmed that the only commercial venture involving the astronauts is a $500,000 contract with *Life* for exclusive publication of their experiences.

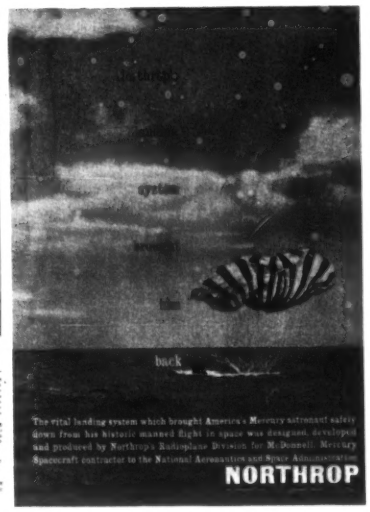
■ A heated objection to the astronaut tie-in ads came from Lucien R. Greif, of Greif Associates, a New York pr company specializing in industrial accounts. Mr. Greif singled out a Sperry Rand ad which ran in the May 8 *Electronic News* as "our nomination for the crassest example of commercialism yet to evolve out of the Project Mercury binge." The full page by Sperry's semiconductor division offered "congratulations" and said, "We are gratified to have played a part." Mr. Greif commented:

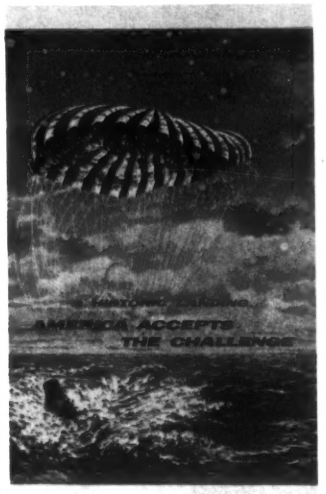
"Probably, at first glance this Sperry ad is no worse than all the others forming part of this unfortunate Roman holiday. But there is one sentence which really sets us on edge: 'We are sure our customers and fellow manufacturers, as well as all Americans, share with us this sincere expression of congratulations and sense of accomplishment.'

"This, right after a big bold headline screams: 'Congratulations, Commander Allen B. Shepard Jr.' We wonder, how 'sincere' can you be when you don't even bother to find out what the man's name is? It's Alan." #

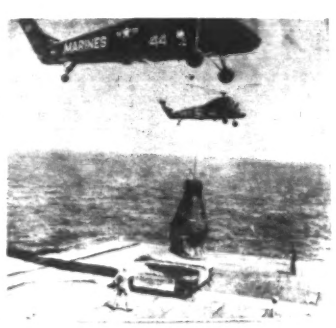


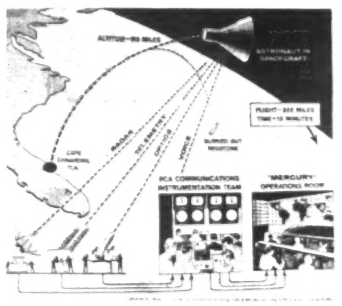






SPACE TEAM—*Six companies used the May 15 Newsweek to tell of their contributions to the first manned U.S. space flight (AA, May 8). Shown here are ads for Allis-Chalmers Mfg. Co., Chrysler Corp., Northrop Corp. (half of a spread), and McDonnell Aircraft Corp. Not shown are the ads of B. F. Goodrich Co. and Rocketdyne division of North American Aviation.*





GLORY—*Shell and Radio Corp. of America were among advertisers taking credit for their Project Mercury contributions in newspaper ads. The misspelled Sperry ad appeared in Electronic News.*

SCOOP—*By sheer luck, Campbell Soup Co. cashed in on the publicity generated by the successful Mercury space shot with this ad for V-8 juice in Sunday comics on May 7. Needham, Louis & Brorby is the agency.*

Remington Breaks Heavy Ad Drive on Skin Health

(Continued from Page 3)

greatly reduced when an electric shaver is used." The copy later said that "at the conclusion of their year-long study of shaving, the physicians agreed that electric shavers with adjustable comb-like rollers provide the greatest combination of close shave with the least irritation."

Two paragraphs later, the company put in a plug for "comb-like rollers—exclusive with Remington Lektronic, Roll-A-Matic and Lady Remington shavers."

■ The ad also carries this note: "This study was supported by a grant to a medical research organization by Remington Rand division of Sperry Rand Corp. The grant is consistent with this company's interest in medical research."

The three products were seen in a March 9 spread in *Home Furnishings Daily* ("We scooped ourselves in the trade"). They also will be in Remington's next metropolitan daily ads. These will be six columns wide and spaced two weeks apart.

An "unusually heavy" tv push was "waiting in the wings," it was learned, and the campaign "might surprise someone."

■ The print theme will stay the same. Other dermatology-language copy used by Remington in its initial insertion stressed, in part: Shaving instruments ("Which gives the greatest skin protection?"); rashes, acne, and ingrown hair ("The most satisfactory shaving instrument to use in the presence of skin disease is, according to doctors, an electric shaver with adjustable comb-like rollers"); teen age acne, and women and shaving.

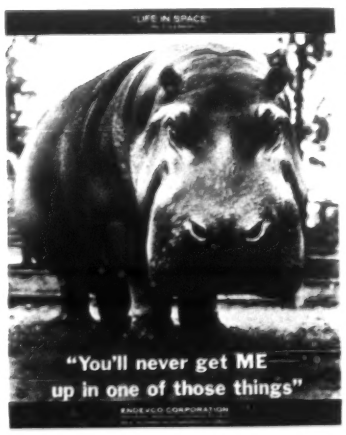
SKIN TALK—*An all-type newspaper ad from Remington electric shavers division of Sperry Rand Corp. gives highlights of dermatologists' reports on shaving and skin protection. This is the kick-off of what is expected to be a heavy campaign for Remington shavers.*

■ All aspects of the campaign were kept closely guarded by Young & Rubicam and Remington. "There are some campaigns we'd give our eye teeth to keep out of ADVERTISING AGE, and this is one of them," said a Y&R source. "On this one, we agreed with the client not to say anything to anybody."

A newspaper representative said, "This is Remington's biggest newspaper campaign. Most of the previous promotion has been heavy in broadcast. Now, with this all-words format, they need newspapers." He said Remington's dollar volume in the campaign appeared to be "'way up" and the number of daily newspaper markets "exceptionally heavy—much larger than past efforts."

One Remington source said the company "was eagerly awaiting reaction" to the campaign. "But because of its newness, we can't give any statements about it. There are too many developments to watch."

The company normally schedules a hefty Father's Day promotion, and indications are that the new Remington shaver campaign may hook into this phase. #



MUD, MUD—*Endevco Corp., Pasadena, takes a firm earth-bound stand on all this recent outer space traffic in this direct mail piece. The company makes transducers for the aircraft and missile industry.*

Burgermeister Had No Contract with Miller, Judge Rules

SAN FRANCISCO, May 9—The battle by Burgermeister Brewing Co. to keep from being forced to sell out to Miller Brewing Co. for $11,000,000 was decided in favor of Burgermeister here today by Judge Walter Carpeneti in Superior Court.

Judge Carpeneti ruled that no contract existed for the sale of Burgermeister to Miller, which brought suit last year (AA, Nov. 28) charging that it had a valid contract with Burgermeister which Burgermeister had backed out of last November after receiving a higher bid of $13,500,000 from Jos. Schlitz Brewing Co.

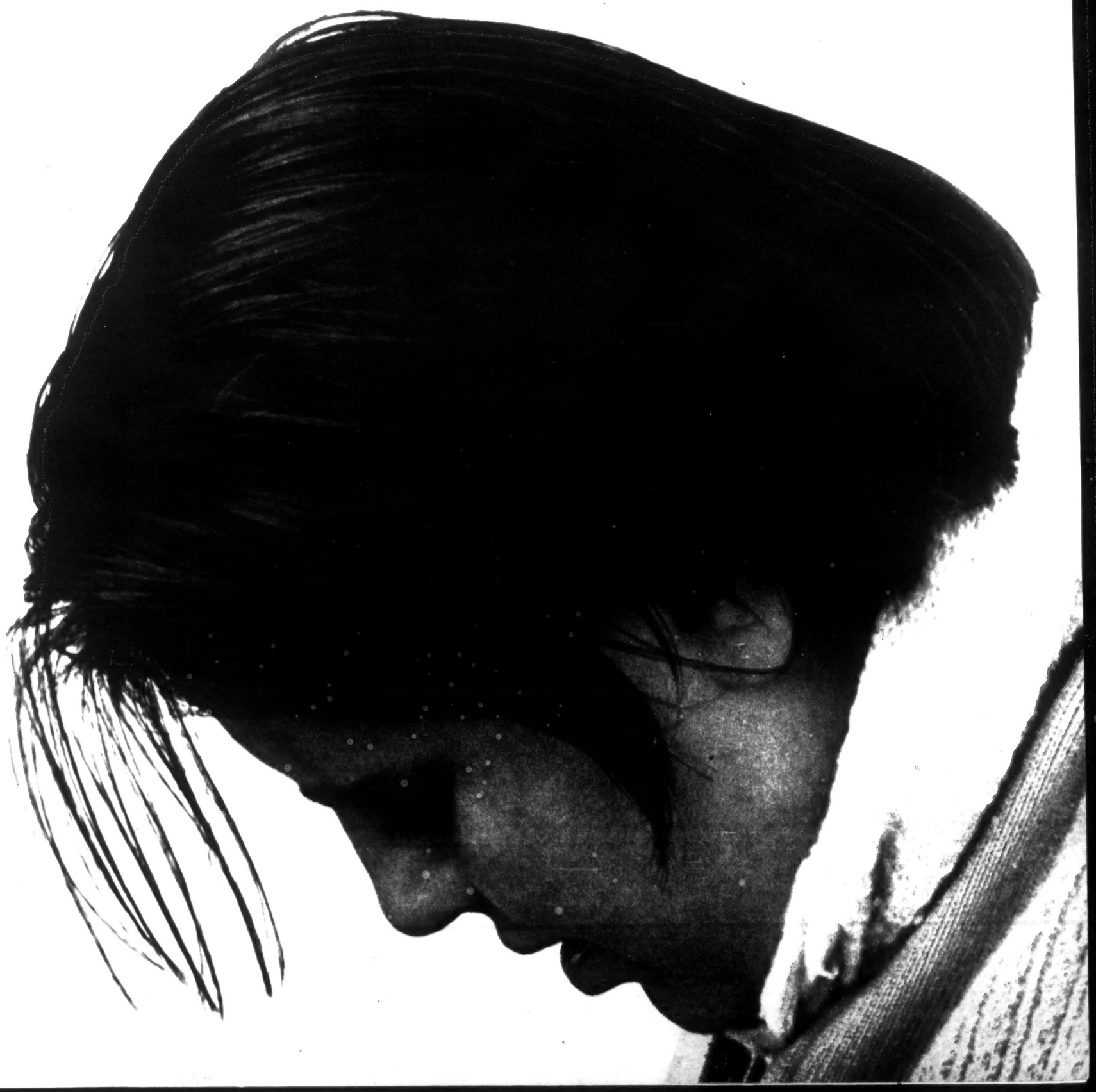
A suit by Burgermeister charging Miller with fouling up the sale to Schlitz is still pending. The local brewer is asking $5,250,000 damages from Miller. #

General Bronze Names Basford

General Bronze Corp., Garden City, L.I., has named G.M. Basford Co., New York, to handle its account. The former agency was Wildrick & Miller.

This woman is unlike other women. The town she lives in is like no other town. She is mentally ill, and for 1,000 years the town has cared for the mentally ill. In Gheel, Belgium, one of every ten people is a man, woman or child judged insane. But in Gheel, they are not locked up in hospital wards. In Gheel, they stay at private homes, work in the fields, help out with the chores, even take care of the babies. There is understanding in this story of people with compassion who bring hope to people in despair . . . in the current LOOK, *the exciting story of people.*

LOOK



Vogue discovers...depicts..

VOGUE is in the travel business because we're in the fashion business. Fashion is the prime-mover when VOGUE discovers a place, depicts it in detail, delivers its readers there. VOGUE has readers with more dollars to spend with travel agents, transporters, destinations and retailers of travel clothes. VOGUE covers more travel, in more pages, more often than any other women's magazine. It has to...because VOGUE's 3,000,000 readers are your most interested travel prospects by any measure.

VOGUE

the magazine that puts travel in fashion

delivers

We'll be glad to show you statistics—but happier to make this point: fashion is your selling force in travel, VOGUE is the fashion force.

The Editorial Viewpoint . . .

We Enjoy This Rebuke

It is not often that an editor enjoys being called "naive," or having his editorial judgments challenged. But it gives us real pleasure to have William Benton correct our recent editorial and set the record straight on his appraisal of advertising.

On the basis of a recent widely publicized television interview involving Chester Bowles, in which Bowles indicated that he was not overly proud of his advertising career, and a previous speech by Mr. Benton which we thought depreciated the role of advertising, we asserted editorially a couple of weeks ago that it was high time the advertising agency of Benton & Bowles, which had contained neither a Benton nor a Bowles for many years, should change its name.

Mr. Benton took occasion to challenge our editorial appraisal of his stand on advertising, and—as we said—we are delighted that he did.

"My own three family-owned companies in the current year will use space (and broadcast) advertising in excess of $3,000,000—and I deem them to be wholly dependent on such expenditures, as well as on direct mail. Further, I am very proud of Benton & Bowles and the outstanding record over the past 25 years since I retired from it. No agency has maintained higher standards, and I often proudly speak of my association as a young man with the three men who have been Benton & Bowles' leaders—and three finer business associates I never had—Atherton Hobler, Robert Lusk and William Baker," he said.

He also said:

"I haven't discussed the advertising business with Chet Bowles in years. But I believe it is accurate to say that, whatever else either of us would add, both of us found the agency business personally fascinating, as well as profitable, and both of us understand fully that advertising is vital to our economy."

We hope Mr. Bowles publicly subscribes to that statement. And, as we said a while ago, we couldn't be more pleased to be corrected.

With This We Don't Agree

Last week seems to have been a sort of informal "Clobber ADVERTISING AGE" week. James B. Briggs, exec vp of Erwin Wasey, Ruthrauff & Ryan, blamed a large part of the bad current image of advertising on us in a speech in New York.

He indicated that people turn to our pages each Monday morning to find out which accounts changed hands and "who got fired," and that we display a peculiar journalistic attitude which confuses self-appraisal "with the strangest kind of professional criticism."

If other professions were to adopt the same sort of journalistic philosophy, he said, doctors might discover a new column in the *Journal of the American Medical Assn.* called the "Masked Medical Marvel," a la AA's "Creative Man's Corner."

The column might start out, he said: "Yesterday while visiting Doctors Hospital, I witnessed the most unbelievable bungling of an operation: poor scalpel technique; too much anesthesia; bad operating room teamwork and, in my opinion, the wrong lung removed. And the suturing—not to be endured."

This sort of thing doesn't happen in the medical world, Mr. Briggs said, but it is everyday stuff in the advertising world.

Well . . . our opinion (frequently, but oh so quietly, agreed to by doctor friends) is that a little more open criticism of medical mistakes and a little more open discussion of medical ineptitude wouldn't hurt the medical profession at all.

And as far as hurting the image of the advertising business by reporting hirings and firings of agencies and personnel is concerned, we remind Mr. Briggs that a company or business image is not something dreamed up out of thin air. *It is a reflection of reality.* We do not invent nor initiate the shuffling and fussing and occasional feuding that goes on; we merely report it—as honestly and as objectively as we know how.

Do We Need Ad Recruits?

In recent weeks, there has been any amount of impassioned discussion about the shortage of top-flight advertising personnel, the need for more recruits in advertising courses, the sad state of advertising education, et cetera.

Honest and earnest workers in the advertising vineyards are deploring the fact that school of business graduates don't want to go into advertising, and pointing with alarm at the unmet manpower needs of the advertising business.

We are sympathetic, as we have always been, but still immensely skeptical. We firmly believe that the advertising business—and particularly the agency business—is one of the hardest of all businesses for the neophyte to breach. And we maintain that while the people in the business talk about the great unfilled manpower needs of advertising, none of them acts like a business which is seriously concerned with attracting recruits.

Two effective ways to attract recruits are to go after them vigorously on college campuses, and to pay competitive starting salaries. When advertising agencies and others move in these directions vigorously, we'll take their wails about manpower a little more seriously.

Gladys the beautiful receptionist

—Bill Arter, Byer & Bowman Advertising Agency, Columbus, O.

"They say titles don't mean a thing around here—and they don't."

What They're Saying . . .

Egghead Review

I have become increasingly aware of what might be called, "Who's Killing Advertising?" Some say it is the eggheads. Now you all know what an egghead is: Someone who would refer to Marilyn Monroe as the former Mrs. Arthur Miller. Seriously, I don't believe it is the eggheads, although it is true they are more articulately critical of advertising than most. On this egghead question I have noticed a curious phenomenon; a type of status seeker I don't think Mr. Packard has ever considered: The rather average person who attacks advertising in order to be identified with the so-called egghead, or intellectual group. He is the guy who says, "I never watch television," or, "Advertising is a waste," etc.

—From a speech by E. G. Gerbic, vp of Heublein Inc., and co-chairman of the ANA-Four A's Committee for Improvement of Advertising Content, at a Four A's meeting, April 22.

Catch Her Eye

Catching the feminine eye and keeping it wide open throughout a message is one of the great challenges to advertising . . .

Old familiar things keep staging comebacks and look new all over again. For our eye that searches for change also seeks assurance of the tried and true. Nostalgia in one form or the other is always with us . . .

This does not mean that we are not firmly anchored to reality. It does not mean that women will buy without sense. You have only to compare the male performance in the supermarket with the female's to know who is the more practical purchaser. (He heads for the extra large colossal pitted olives bottled in old Greek ambrosia and she heads for the cereal special.) It does mean that she, who commands so much purchasing power, must get something out of advertising *besides*—not instead of—a reason to buy. And if that something is something she hasn't seen before, it's easier to reach her with the reason.

—From a talk by Solita Arbib, vp of McCann-Erickson, New York, at a women's business session at the annual Four A's meeting.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

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ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston, Don Walsh**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Murray Packard**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, William C. Pritchard**. San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Richard B. Paulsen**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Art Kimmelhoch, relates *Successful Farming*, has a 320-acre farm and "his field crops come up earlier and greener."

What's the color of his thumb?

•

Standard Advertising Register properly says its reference books are "two you can trust for advertising accuracy."

Or they would be if advertisers would quit moving their accounts around at such a dizzying pace.

•

Pete Peterson, new president of Bell & Howell, is a former agency man, and his record suggests that agencies are much more business-like than some of their critics seem to think.

•

"Big city income with small city living!" exclaims a Kansas City agency looking for a copy man.

Enthusiastic city boosters might not like that description of big-league Kaycee.

•

Dwight D. Eisenhower is going to be writing articles for the *Post*, and maybe he will explain how much simpler life was as a military man than as a politician.

•

It is now pretty well known that Jack Kennedy is an enthusiastic golfer, a bit of information that was considered a deep, dark secret during the Presidential campaign last summer.

•

"Gardner expands abroad in stock swap with Butler," the story says.

Everybody's doing it now.

•

American Weekly says, "Win the big ones," and illustrates the point with the story of Jesse Owens' four Olympic gold medals at Berlin in 1936.

Of late we haven't been doing quite so well.

•

"Print promotion group plans drive," reports the world's greatest advertising journal.

It may even turn out that the ITU at long last will be willing to get on the same side as the publishers.

•

A cynical correspondent, noting that Tide sponsors the popular western, "The Rifleman," on ABC-TV, rises to ask if men are now in charge of the family washing.

•

"Media salesman is versatile fellow," a news item says.

Between chores for his boss, the advertisers and the agencies, all he really needs is two heads and four legs.

•

"Available now—America's oldest adman!" says a classified advertiser.

Early Wynn of the White Sox is old in baseball at 40, but old advertising men are at least five years older than that.

COPY CUB.

75 PERCENT

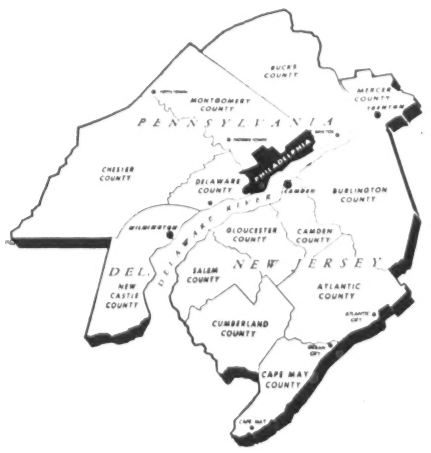
OF DELAWARE VALLEY'S

LUMBER AND BUILDING SUPPLY

SALES ARE MADE

IN THE SUBURBS

The Philadelphia Inquirer delivers your advertising to 27% more suburban men readers than does any other Philadelphia newspaper.



Sources: Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 70,000 interviews, 1957-60. (Summary of 1960 study available on request.)

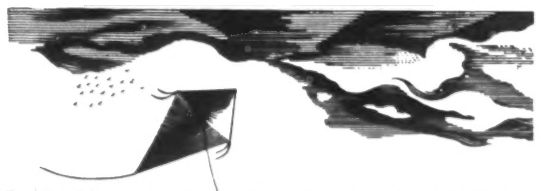
EFFECTIVE OCTOBER 7, 1961
NET PAID CIRCULATION

TWO MILLION CANADIAN HOMES EVERY WEEK

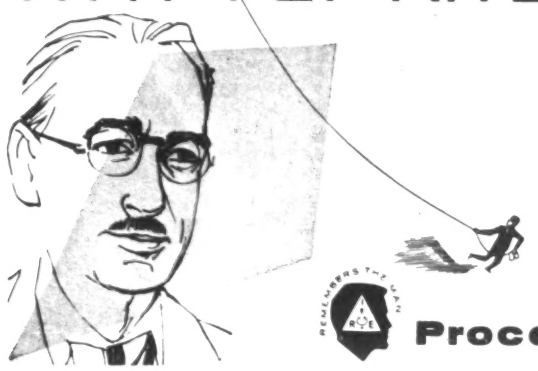
Weekend Magazine/Perspectives has long been the unquestioned leader in circulation among all magazines in Canada. With the addition of Le Dimanche-Matin as a publisher of Perspectives, concentrating in the French language Montreal market, Weekend Magazine/Perspectives provides 900,000 more circulation than the next largest magazine. Perspectives, with a circulation of over 380,000 every week, will become the largest and most widely distributed French language publication in Canada. Weekend Magazine and Perspectives will reach over 2,000,000 homes every week. No other medium in Canada reaches so many people, so consistently, so colorfully, so convincingly.

Weekend MAGAZINE / AND ITS FRENCH LANGUAGE EDITION **Perspectives**

The biggest single selling force in Canada
Reaching 2,000,000 homes every week.



WHY FLY KITES?



As visionary as Ben Franklin are today's electronics engineers, sending up their thought-kites in intellectual thunderstorms. But only to a few is it given that they illumine the world with the lightning of their discoveries.

Yet the kite-flying must continue, and with each outstanding achievement in electronics, the Institute of Radio Engineers is quick to recognize its author.

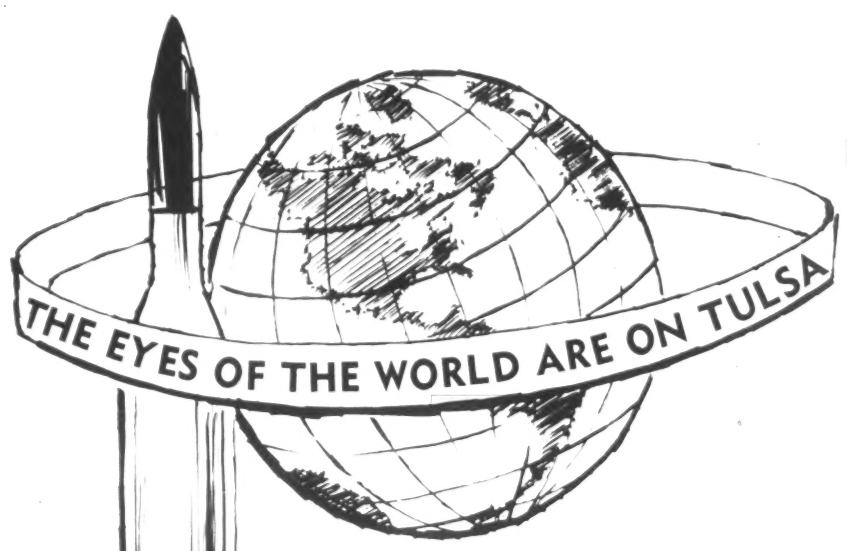
In 1961 the *Founders Award*—reserved for rare occasions — has been bestowed on Ralph Bown for "outstanding contributions to the radio-engineering profession" and for having greatly increased the impact of electronics on public welfare.

In honoring Mr. Bown the IRE honors, too, its entire membership, that so often gives proof of its calibre and dedication. IRE's members are carrying on vital research throughout the world; each month their findings are published in *Proceedings*, so that they become a part of our national pool of knowledge. When you advertise in *Proceedings* your firm can proudly share in this worthy enterprise.

REMEMBERS THE MAN

Proceedings of the IRE

Adv. Dept., 72 West 45th Street, New York 36. MUrray Hill 2-6606



TULSA IS HOST TO THE FIRST NATIONAL CONFERENCE ON PEACEFUL USES FOR SPACE

Tulsa's flying high . . . center of world-wide, nation-wide, state-wide attention during the First National Space Planning Conference! More than 5,000 people are expected in Tulsa May 26 and 27 for this momentous first! The Tulsa World and The Tulsa Tribune will publish complete "Space for Peace" sections, Friday May 26. These sections will be read, not only state-and nation-wide, but in nations throughout the entire world.

To place your company's message, call, write, or wire immediately, the National Advertising Department of the Tulsa World or The Tulsa Tribune, or contact a Branham man!

The TULSA WORLD and THE TULSA TRIBUNE

MORNING—SUNDAY EVENING

Represented Nationally by the Branham Co.

Getting Personal

Henry M. Schachte, exec vp of Lever Bros., was set to address the CBS-TV affiliates conference May 3, but went to the hospital instead with an intestinal flare-up. He expects to be back at meetings this week . . .

The score now stands at five boys and five girls at the household of **Tom Buck,** assistant to the publisher of *McCall's*, with the arrival May 3 of an 8 lb. 14 oz. daughter Ruth Ferris. The impressive line-up that will greet her when she arrives home: Mary (14), Thomas (13), Elizabeth (12), Charles Rinker (11), Bridget (9), Bryan (8), Patricia (7), Nicholas (4), and Andrew (2) . . .

The annual Ad Man's Jazz Bash for the *Herald Tribune* Fresh Air Fund will be run this year by the Radio & Tv Executives Society on May 17, featuring such extraordinary attractions as Grey Advertising's **Hal Davis** and his Many-Splendoured Stompers; a new song, "Time Buyer's Lament," sung by **Marie Janice**, casting director of Cunningham & Walsh, and **Bill Hecker**, ad manager for the special products division of National Biscuit; a **Carol Reed-Tex Antoine** duet called "The Weather Blues," written by **Joe Liebman**, vp of Bamberger's; and another original song by **Gill Pearlroth** of Pearlroth Productions, sung by **Eugenie Baird** . . .

MERITORIOUS—*Sheldon Ritter (right), president of Ritter, Sanford, Miller & Kaupf, New York, accepts a citation for meritorious service from Willis N. Rogers, commander of Robert L. Hague Merchant Marine Industries, Post 1242 of the American Legion. Mr. Ritter served 10 years as pr director of the post, and now takes over as chairman of the merchant marine committee. He was also instigator of the Merchant Marine Achievement Trophy, presented by U.S. presidents, and the annual Merchant Marine Industries Week in New York.*

Curtis news notes: **Henry Higgins,** advertising sales representative for *The Saturday Evening Post* in Chicago, has been elected village trustee of Glenview, Ill. . . . **David Amory**, on the *Ladies' Home Journal* sales staff, and wife Mary are being congratulated on the birth of their first child, David Jr., born April 22 . . . While **Martin F. Carey** is out selling space in *SEP* to advertisers, his wife, former actress **Naomi Riordan,** is out selling the advertisers' products on tv. She currently is seen in commercials for Windex, Gleem, Kodak, Maxwell House and other products . . .

C. D. Jackson, publisher of *Life*, and **George Romney,** president of American Motors Corp., are co-chairmen of the 1961 commerce and industry committee of Project Hope, which sponsors the American medical teaching and training vessel, the S. S. Hope, now in Indonesia . . .

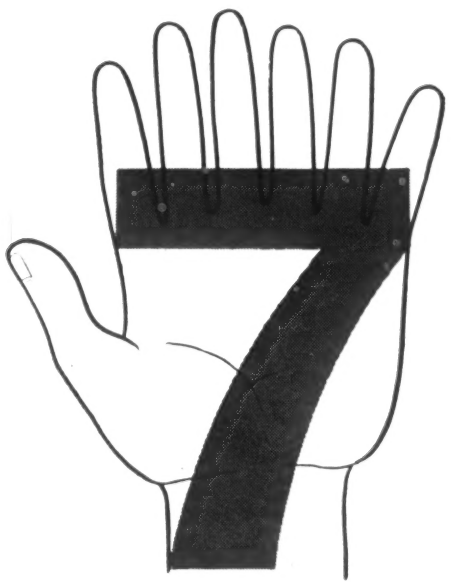
Fairfax Cone, chairman of the executive committee of Foote, Cone & Belding, will receive an honorary doctor of laws degree and will give the principal address at Mundelein College commencement exercises in Chicago, June 6 . . .

Proud parents—**Michael Fabian**, media director in the Philadelphia office of W. B. Doner & Co., and his wife Betty welcomed their first child, David Michael, born April 18. And Chicago adman **Stan Kuttner**, Kuttner & Kuttner, and his wife welcomed their fifth child, Kim . . .

Doers of Good Deeds: **H. I. Hoffman**, president of Hoffman Advertising, New York, ethical pharmaceutical agency, has been elected to the board of directors of Dental Health Service, a nonprofit organization providing dental care for those with limited funds . . . **Clark B. George,** vp of CBS Television stations division and general manager of WBBM-TV, is heading up the commerce division of the Chicago Crusade of Mercy fund drive for '61. Last year he headed the radio, tv and newspaper division . . . **Franklin Bruck** of Maxwell Sackheim-Franklin Bruck, New York, is head of the advertising committee of the May 30 "Salute to Gen. Omar N. Bradley" dinner sponsored by the Eleanor Roosevelt Cancer Foundation . . .

Operation Adoption—The staff of Radio Station WIP, Philadelphia, recently adopted a 12-year-old Chinese girl who lives in Hong Kong, through the Foster Parents Plan, arranged for by **Dolores Simko**, sales service manager for the station . . .

It happened at a recent CBS-TV affiliates luncheon in New York. Mr. Kennedy sat next to Mr. Nixon, and yet the conversation never got around to politics. The gentlemen with the famous names in this case were **Vann M. Kennedy**, president of KZTV, Corpus Christi, and **Doug Nixon**, director of programming for Canadian Broadcasting Corp., Toronto . . .



7 REASONS WHY TODAY'S GEOGRAPHIC HOUSEHOLDS ARE A MORE IMPORTANT MARKET THAN EVER BEFORE...

These are only a handful of facts, taken from our very latest readership study* about National Geographic families. They help explain why so many advertisers increasingly find this famous magazine such a resultful medium.

1. INCOME: Today's Geographic household has median earnings 71% above the national level:

Geographic median ($9,236)

U.S. median ($5,417)

2. EDUCATION: 3 out of 5 family heads went to college (and ⅓rd of these took postgraduate work:)

Geographic % college-educated (59.6%)

U.S. adults % college-educated (16%)

3. HOME OWNERSHIP: 8 in 10 of these families own the homes they live in (which have a median value of $19,494):

Geographic % home ownership (83.7%)

U.S. % of home ownership (60%)

4. INVESTMENTS: 3 out of 4 Geographic households own stocks or bonds – a total of 1,688,593 families. Among their investments:

1,168,864 own U.S. Savings Bonds

1,151,281 own corporate stocks

355,863 own mutual fund shares

5. AUTOMOBILES: 95 of each 100 families have at least one car; 42 in 100 own two or more. (As a market, they drive 3,237,935 automobiles.)

Geographic % car ownership (94.8%)

U.S. % of car ownership (75%)

Geographic % 2 or more cars (41.7%)

U.S. % of 2 or more cars (13.5%)

6. BUSINESS: 62 out of 100 Geographic family heads are in business; 22 out of 100, in professional or government work. Among those in business, 52.8% rank as executives, managers or department heads. (Over 300,000 are directors of companies.)

7. ADVERTISING RESPONSE: nearly 9 in 10 say they read the Geographic's advertising pages. And over ⅔rds of these report being induced to various types of direct action:

sent in coupon (20.5%)

sent for catalog or more information (25.4%)

bought merchandise or service (19.3%)

looked at it in store (24.4%)

discussed with others (31.1%)

clipped, kept advertising for later reference (13.0%)

AND TO THESE, we should add an **eighth reason** – because it demonstrates how the Geographic delivers this quality audience in mass quantity.

8. CIRCULATION GROWTH: more than 2,500,000 heavy-buying households now read the Geographic every month. This represents an increase of 100% in the post-war years since 1945!

ABC 1945 average (12 months) (1,213,767)

ABC 1960 average (12 months) (2,530,227)

IN SHORT, the National Geographic has never before offered such a big audience with such outstanding customer traits—and such selling opportunities for quality advertisers!

THE NATIONAL GEOGRAPHIC

Washington 6, D. C.

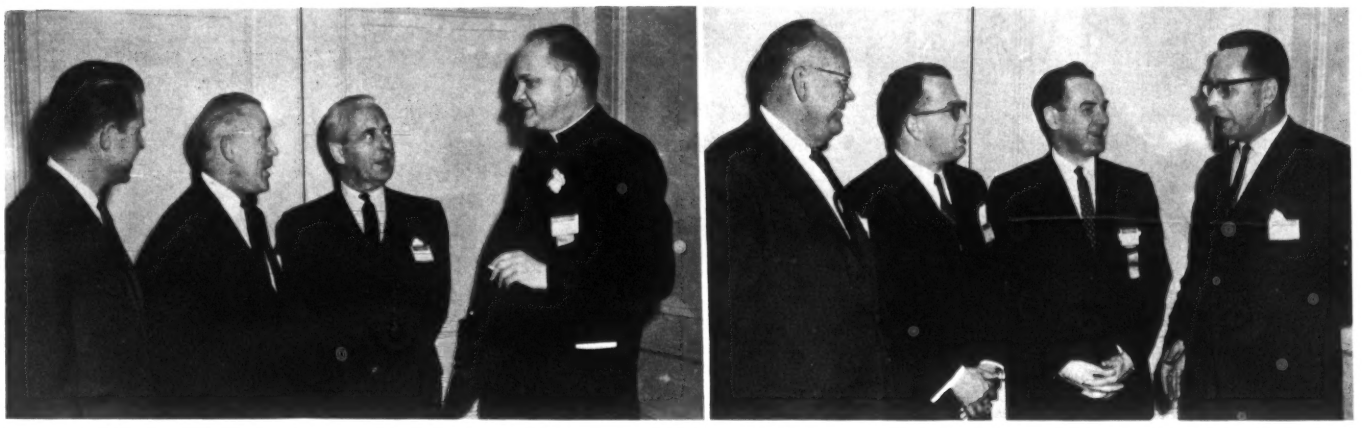
*Just completed by Erdos and Morgan, one of America's specialists in media research studies. The full two-part report, **"Measure of a Major Market",** is yours for the asking.

IT'S
BACON'S
for
COMPLETE COVERAGE
of
MAGAZINES!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

● There's only one way to get **complete** and **reliable** clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

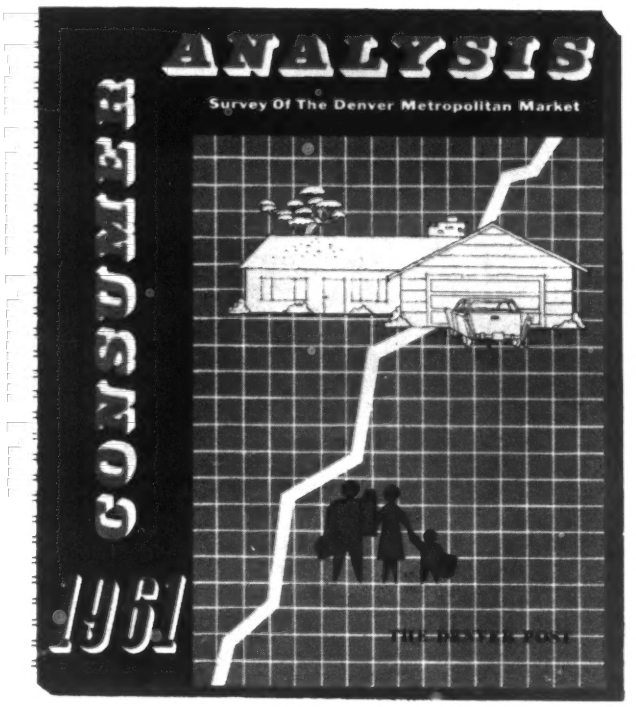
OUR READING LIST
Published as complete publicity directory.
BACON'S PUBLICITY CHECKER
—now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!



Patterson McElroy Grant Crowley Miller Sabloff Biggs Hart

CANADIAN ADMEN—*Chatting at the Assn. of Canadian Advertisers convention were Tom Patterson, Canadian Johns-Manville; Lowell McElroy, Assn. of National Advertisers; G. M. Grant, Bell Telephone Co. of Canada; Rev. C. P. Crowley, Assumption University; Leon A. Miller, General Foods; Robert M. Sabloff, House of Seagram; A. F. M. Biggs, Canadian Industries Ltd.; and T. R. Hart, Lever Bros.*

NOW READY FOR YOU



1961 CONSUMER ANALYSIS OF THE DENVER MARKET

Here's accurate, up-to-the-minute information about family buying habits, brand preferences and store distribution in the rapidly growing Denver market.

Categories surveyed include foods, cosmetics and toiletries, soap products, cigars and cigarettes, beer, soft drinks, appliances, and automotive products.

This helpful 140-page marketing guide is based on 3,307 interviews in the Denver ABC City Zone. To get your copy, just write on your business stationery to NATIONAL ADVERTISING MANAGER, THE DENVER POST, DENVER 1, COLORADO . . . or call the nearest office of Moloney, Regan & Schmitt, Inc.

CIRCULATION

Daily	262,462
Sunday	340,096
Empire Magazine and Comics	360,334

A. B. C. Publisher's Statement September 30, 1960

Editor and Publisher: Palmer Hoyt • Represented nationally by Moloney, Regan & Schmitt, Inc.

Frost Hails 'New School' of Admen as Image Improvers

TORONTO, May 9—A program whereby advertisers can improve the image of advertising was outlined here last week by Donald S. Frost, vp of Bristol-Myers Co., New York.

He told the convention of the Assn. of Canadian Advertisers that advertisers should accept their responsibility to the advertising community—"the realization on the part of all advertisers that our individual actions do have an effect on all advertising."

The former chairman of the Assn. of National Advertisers in the U.S. added that in accepting such responsibility, "We must make it an important part of our deliberations and decisions regarding the direction our advertising is going to take.

"Nothing can speak as loudly for advertising as our advertising itself," said Mr. Frost. He told the ACA session that there are not yet enough advertisers "who realize that by trying to kid the public, they are only kidding themselves —who know that in writing down to their audience, they are only writing off their product—who recognize that by underestimating the consumer, they are overestimating their future."

■ Mr. Frost said there is a "new school" of advertising, composed of admen who respect the public, who turn out advertising that says what it means, who build on believability and who spurn the "inflation of the insignificant." ≡

Morgan Named Ad Director

Bill Morgan has joined Consolidated Watland Bros. Co., Chicago, as director of advertising and sales promotion, a newly-created position. Mr. Morgan was formerly display advertising sales representative for the *Chicago Sun-Times* and *Daily News*. Watland, midwestern distributor of photographic equipment and supplies, operates 5 camera shops in the Chicago area.

Pottle Adds Three Accounts

Ken Pottle Marketing-Advertising, Minneapolis, has been named to handle advertising and public relations for Advanced Scientific Instruments, a new company specializing in computers and control systems, and Homemakers Guild, furniture showroom. The agency has also been named to handle advertising for the 1961 Minnesota State Fair, to be held Aug. 26-Sept. 4.

National Beauty to Copeland

National Beauty Service, Chicago, sponsors of Hair Style of the Month promotional program for beauty shops, has appointed Allan Copeland & Garnitz, Chicago, to handle its advertising.

Copyright 1959, The New Yorker Magazine, Inc.

The New Yorker creates

"... the book reviews, the stories, the theatre notices, and the articles, and every word is stamped with the hallmark of The New Yorker. The astringent, sophisticated, ironic humour, without a trace of sentimentality, is as bracing as a plunge into icy water."—*Aries, The Bombay Times of India*

ON AIR... PAGE... SCREEN

Your Script or Copy may carry the hazard of claims for LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY, PLAGIARISM.

You CAN'T pull the words back, but you CAN have our Unique Excess Insurance to cushion the loss — adequately and inexpensively. Write for details and rates.

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

Statistical to Revive 'Coupon Magazine' Next Year

Statistical Tabulating Corp., Chicago, will revive early next year *Coupon Magazine* which entered the publishing field on a one-time basis in April, 1959. The magazine was originally published by Coupon Magazine Inc., then taken over by Drake Publishing Co., before finally landing at Statistical. These moves took place during the first run of the magazine, which had a distribution of 2,000,000 copies through supermarkets. Priced at 20¢ per copy, the publication carried $5 worth of coupons. Advertisers at the time contracted to take a spread at a cost of $3,000 per magazine. The revised magazine will be a quarterly with the same circulation base of 2,000,000 through supermarkets.

At the same time, Byron & Carr, New York, has been appointed to handle advertising and act as marketing consultant for the new magazine.

Best Foods, Heinz Promote Corn Oil and Vinegar

Best Foods and H. J. Heinz Co. are jointly promoting Mazola corn oil and Heinz vinegar this summer in a "dress-up time for slim-down salads" campaign. The companies will run four-color spreads in four magazines and will use 14 network shows to plug the combination.

Lennen & Newell is the Mazola agency; Maxon handles the Heinz account.

Kopper Joins 'Esquire'

James Kopper, formerly with *Redbook*, has joined the sales staff of *Esquire*, New York.

CHANGE—*American Oil Co. announced its new sign changes in New York with large space ads in New York dailies this month. Local campaigns in various markets in the East announcing the change from Amoco to American began in mid-March when Charlotte stations completed the changeover. National advertising, when the switch is completed, will break in late May. D'Arcy Advertising Co., Chicago, is the agency.*

Air freight helps get the word around

Emery Air Freight is used regularly to ship film, transcriptions, and scripts of Canada Dry commercials to stations all over the country to meet program deadlines. Emery Air Freight gives same day or overnight delivery *anywhere* in the nation. Plan now to take advantage of the speed and reliability of Emery by specifying "Ship Emery Air" on *your* shipments. Find out how much faster Emery can deliver to any point in the nation by calling your local Emery man, or write . . .

EMERY AIR FREIGHT
801 Second Avenue, New York 17, New York
Offices in all principal cities.

Canadian Ad Week Sparks Continuing National Drive

MONTREAL, May 9—Triggered by intense activity within the Advertising & Sales Executives Club of Montreal, Advertising Week in Canada ended April 30, but a nationwide continuing campaign was sparked. Other clubs swung into action from coast to coast with the blessing of the Federation of Canadian Advertising and Sales Clubs.

The campaign will be sustained for the remainder of 1961, according to Chairman T. Denis Jotcham, vp of Foster Advertising and immediate past-president of the federation. Its slogan is "Let's keep rolling ahead."

The elements of the campaign, supplied to the federation through its affiliation with the Advertising Federation of America, were planned and created by a volunteer task force agency, McCann-Erickson Advertising, under the supervision of Emerson Foote, president. The campaign portrays advertising as a partner of mass demand and mass production in the growth of the nation's dynamic economy.

"Advertising is not singled out as the only force that keeps us rolling," Mr. Jotcham said. "It is implied that the three are required if we are to keep moving ahead," he explained.

■ The keynote speaker at Montreal's ad week opening was LeRoy M. King, editor of *Food Topics* and *Food Field Reporter*.

Some 67 clubs across Canada are participating in the campaign, using special speakers, tv and radio to communicate with the public. The program in the province of Quebec moves ahead to October because of copy translation problems and appropriate tie-in with French Market Month. #

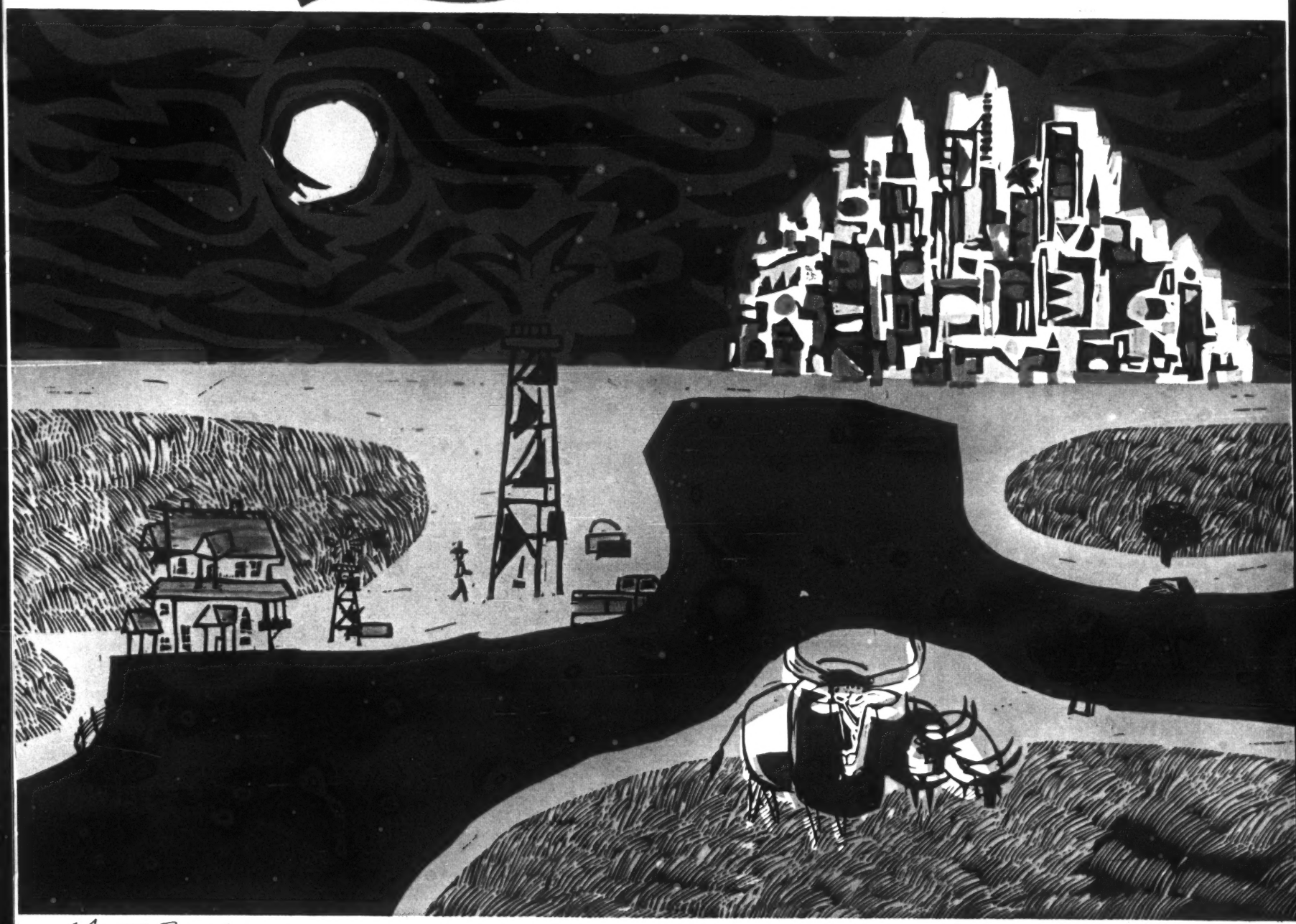
Riera Joins Kohler Agency

Eduardo Riera, formerly with McCann-Erickson, Havana, and other Cuban agencies, has joined Albert A. Kohler Co., Old Greenwich, Conn., as art director.

THE BIG D

"What did God give Dallas?" asks a Texan. "A group of men who had the will and enterprise to build a city where nobody thought a city could be built."

The same indomitable spirit keeps the Big D leap-frogging ahead today. It's still building, growing, pushing out—commercially and culturally.



Wm. E. Bond

A lithographed reproduction of this woodcut by William E. Bond, size 22" x 15", is available when requested on your business letterhead.

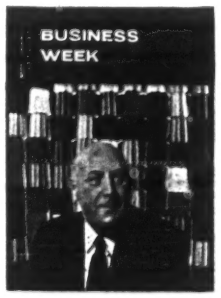
Cotton, cattle and oil put Dallas on the map. But aircraft, food products, electronics, electrical equipment and machinery add to its current growth and prosperity. Not to mention finance. And fashion. In the last ten years the population of Dallas has jumped 50 per cent. *And management-readers of Business Week have more than doubled there.*

Just to give you an idea: Texas Instruments (557 Business Week subscribers), Chance Vought (114), Bell Helicopter (73), Ling-Temco Electronics (34), Collins Radio (66), Dresser Industries (79) . . .

Business Week is big in Dallas. *Every week.* With fresh, factual, timely business news all management men need. Every word, every article in Business Week has been carefully appraised for its content, its usefulness in business.

Where else can management men get a faster, better insight into your products and your company than through your advertising in Business Week?

You advertise in Business Week when you want to influence management men



A McGraw-Hill Magazine
330 West 42nd Street
New York 36, N. Y.

The skins you love to touch!

Almost everybody likes money. And one sure way to keep it coming in is to keep clients happy. Century service helps a lot —with flawless quality that never lets you down!

You can be certain with

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

You Ought to Know ... W. B. Freeman

William B. Freeman, president of Miller Freeman Publications, is the first Pacific Coast publisher to head Associated Business Publications since its organization in 1916.

William B. Freeman

While Bill Freeman lives in San Francisco, the headquarters of the company, most of its publications are not regional, but national or international. There are three in the latter group, and Mr. Freeman is optimistic regarding the future of industrial publications circulating worldwide.

After his election as chairman of ABP, he made it known that he expects to give much of his attention to the sales development program of the business publishers. He hopes to develop and implement a plan that will reach and influence buyers of advertising through personal field contacts. Just how this will be worked out has not been determined.

■ An indication of the seriousness with which he is approaching this task is his plan to take an apartment in New York with his wife Elizabeth next fall, with the idea of spending two or three months concentrating on ABP activities. The effort will be repeated next spring.

Bill insists that this will benefit him and his publications, but obviously the service will be in the interest of the business press as a whole, and of ABP members in particular.

"The basic values of business publications as advertising media have not been presented broadly enough," the new chairman said. "The large companies, like McGraw-Hill and Chilton, have done a good job, but the small publisher is unable to do more than promote his individual paper. This is a collective job, to be carried on by an industry group."

■ The Miller Freeman publishing enterprise was founded by the late Miller Freeman in 1902, when he established *Pacific Fisherman*. He had previously been a farm paper publisher in the Northwest. His father had published the *Frontier Index* as a weekly newspaper from a covered wagon which moved west with the construction of the Union Pacific Railroad.

Bill Freeman's brother, Miller Jr., is now in Europe, where two of the company's international monthlies, *Pulp & Paper International* and *World Mining*, and a new quarterly, *World Wood*, are published.

The company has twelve domestic and international magazines, with an annual volume estimated at between $3,000,000 and $4,000,000.

The ABP chairman, like his brother, is a world traveler. He is keenly interested in golf, boating and other outdoor sports.

The Freemans have five sons, one of whom, Leigh, is already in the family business, while another, Marshall, is a McGraw-Hill salesman in Los Angeles.

Bill Freeman, 53, is tall and athletic in appearance. He brings to the ABP leadership not only vigorous and appealing personality, but also a large measure of enthusiasm and determination. ¤

Trans-Lux Names Two

Murray Oken, formerly western division manager of Trans-Lux Television Corp., New York, has been named eastern division manager of the tv film distributor, replacing Leo Brody, who joined TV Stations Inc. Trans-Lux also has named Barbara Wilkens director of publicity and sales promotion, succeeding the late Lou Gerard. Miss Wilkens was publicity director of WNTA-TV, Newark, and sales promotion director of NTA Spot Sales until 1960.

Pepsi, Detroit, Sets Drive

Pepsi-Cola Bottling Co. of Detroit launched a saturation drive May 8 on 28 radio and six tv stations in eastern Michigan. Sixty-second radio commercials are running in 10 markets, including Detroit. Tv spots of 20 and 60 seconds are being aired on Detroit's four stations and two in the Flint-Saginaw-Bay City area. Batten, Barton, Durstine & Osborn is the agency.

TRUST

The Bulletin *is* Philadelphia—familiar as the Liberty Bell or the New Year's Day Mummers' Parade.

Whether it's reviewing the world-famous Philadelphia Orchestra's performance of a Chopin concerto, or reporting on the dramatic redevelopment of historic Society Hill, Philadelphians *trust* The Evening and Sunday Bulletin for accurate news of their neighbors, accurate news of the world.

From Independence Hall to the Main Line, from Bucks County to Atlantic City—in the Greater Philadelphia market—*trust* has helped make The Bulletin Philadelphia's leading newspaper. When you buy The Bulletin you buy more than top-rated circulation and readership . . .

You buy belief when you buy The Bulletin!

THE PHILADELPHIA BULLETIN A member of MILLION MARKET NEWSPAPERS, INC.

Advertising Offices: New York, Chicago, Detroit, Los Angeles, San Francisco. Florida Resort Office: The Leonard Company, Miami Beach.

IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN

An encore for three of our "personalities." Good sports. Attractive people interested in the Metropolitan way of life.

METROPOLITAN BROADCASTING

205 East 67th Street, New York 21, N.Y.

TELEVISION STATIONS

WNEW-TV New York, N.Y.
WTTG Washington, D.C.
KOVR Sacramento-Stockton, California
WTVH Peoria, Illinois
WTVP Decatur, Illinois

RADIO STATIONS

WNEW New York, N.Y.
WHK Cleveland, Ohio
WIP Philadelphia, Pa.

A DIVISION OF METROMEDIA, INC.
other divisions are:
Foster and Kleiser, Outdoor Advertising operating in Washington, Oregon, Arizona and California
Worldwide Broadcasting, WRUL Radio

GOWN LANVIN CASTILLO, PARIS, PHOTO PETER LINK

IN TUCSON FOOD BUSINESS IS BIG BUSINESS

1960 FOOD SALES — $85,000,000

UP 166% OVER 1950!

More than EL PASO, ORLANDO, PEORIA, SHREVEPORT, and many other major markets.

The Arizona Daily Star
MORNING & SUNDAY

If you want to cover Arizona the Star and Citizen are a must

Tucson Daily Citizen
EVENING

2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.

Daniels Urges 4A's to Start 'New Blood' Recruitment Plan

MADISON, WIS., May 9—Draper Daniels, exec vp in charge of creative services of Leo Burnett Co., Chicago, proposed here last week that the American Assn. of Advertising Agencies "work out the details of a program designed to recruit . . . a minimum of 25 potentially topflight creative men for the advertising business each year."

The program could be financed either by the association or by the participating agencies, Mr. Daniels told a seminar on creativity at the school of journalism of the University of Wisconsin.

According to his plan, "candidates would first be screened by participating colleges. Those who survived the screening would be interviewed by creative executives of leading agencies. The ones finally selected would work one year in fully-accredited agencies as members of the creative staff, where their work would be under the direct scrutiny of a qualified creative supervisor.

■ "They would be paid $5,000, not really as a salary but as living expenses. They would work on real assignments and be judged on a professional basis.

"At the end of the year they would have solid professional experience. They would know enough about advertising to know whether or not they wished to make a career of it. If they did, they could either be employed by the agency with which they gained the experience, or they could seek their luck in the open market with evidence of their ability to help them land a job," Mr. Daniels said.

He admitted that "a lot of details obviously remain to be worked out. But this proposal is possible, and it is not altruistic.

"Unless we increase the number and the caliber of creative men in the advertising agency, we are going to continue to see price cutting, bribery and downright lies used as a substitute for truthful advertising that sells through the power of strong sales ideas," Mr. Daniels warned.

■ He predicted that "unless we get more of this kind of advertising, we are going to see public distrust of advertising continue to grow. We are going to see dull advertising that brings about public indifference through boredom. We are going to see more advertising that makes us wince with its bad manners and lack of taste.

"In the long run," Mr. Daniels said, "this is bound to make our task of attracting desirable new people to the business more and more difficult. Inevitably, it will eventually dilute the effectiveness of advertising.

"Neither the advertising business nor the national economy can afford to have this happen," Mr. Daniels said.

Attracting more good, creative young men to the business would not solve the problem, but would "provide a sensible first step to the solution."

Mr. Daniels explained that if the program were financed by agencies it could be expanded to accommodate as many agencies as wished to participate. The proposed minimum number of recruits—25—is only for the beginning of the program; he hoped that later on it could be increased.

■ He dismissed several reasons offered by some observers as causes of the "current dearth of creativity in advertising," and said that the true reason is the "current dearth of trained creative people.

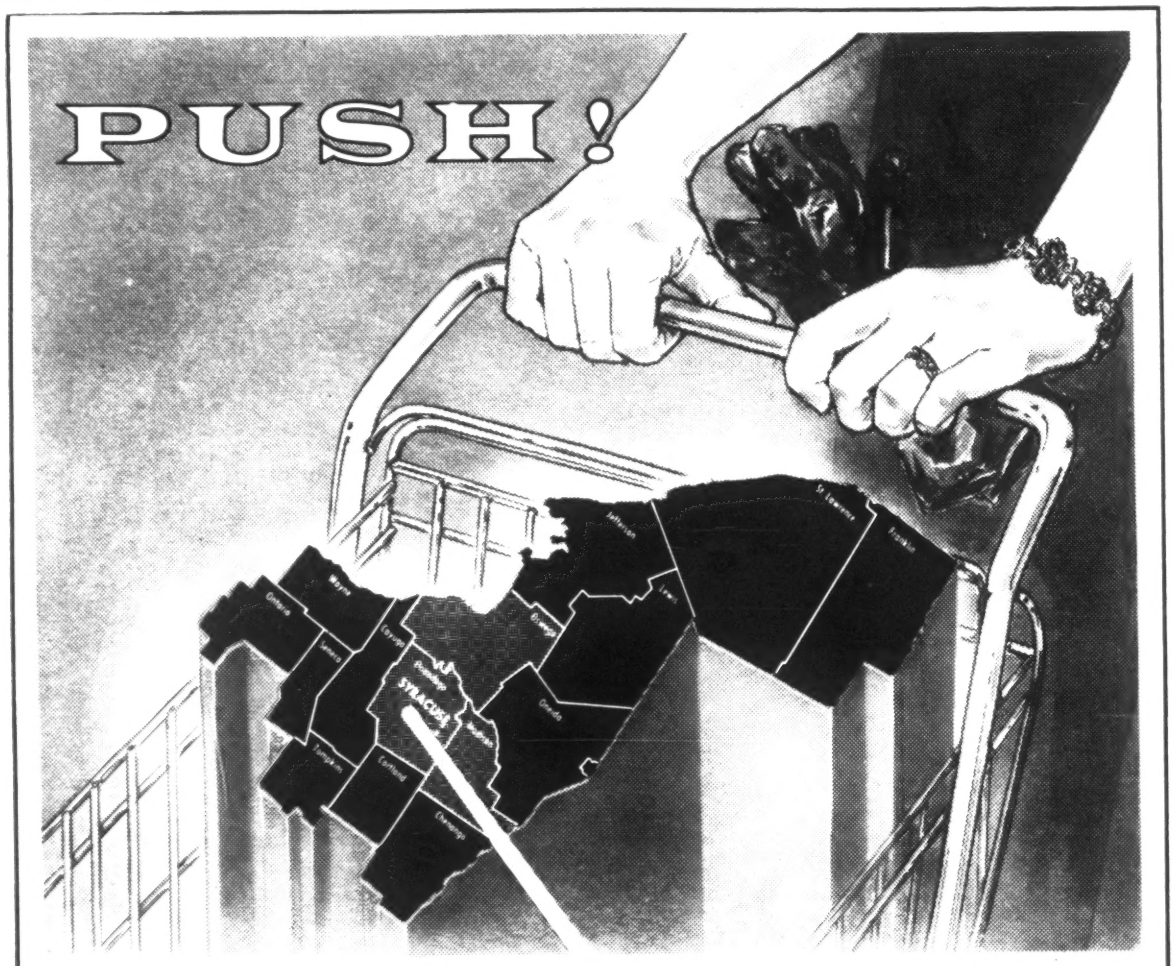
"I think the blame can be fixed accurately and quickly, and I think the culprit is the advertising agency business itself," Mr. Daniels said. "Basically a small business, agencies have bumbled along for years without any planned program to recruit and train new blood." #

'Nation's Business' Adds One

Roger Levinsohn, formerly assistant promotion manager of *Outdoor Life*, has been appointed to a similar position with *Nation's Business*, New York.

KPiX Promotes Miggins

Robert M. Miggins has been promoted from account executive to assistant sales manager of KPIX, San Francisco tv station.



Push is what the Syracuse Newspapers put behind your sales program in the BIG Syracuse Market. And just look at this super-sized market:

Six chains . . . Acme, A&P, Grand Union, Loblaws, P&C and Victory . . . have 297 stores in the area covered by the Syracuse Newspapers. They do 66% of the total grocery volume.

HERE'S HOW THEY SELL THE MARKET: LAST YEAR, THE SYRACUSE SUPERMARKETS USED ALMOST 3,000,000 LINES IN THE SYRACUSE NEWSPAPERS TO SELL THIS SUPER SYRACUSE MARKET.

In 1960—the daily Herald-Journal was FIRST in New York State (including New York City and New England); EIGHTH in the United States among all daily newspapers (morning and evening); and SIXTH among all evening papers in National Food Advertising lineage.

The daily Post-Standard, morning half of the powerful Syracuse Newspaper team, was SIXTEENTH in the United States among all newspapers; and FOURTH nationally among morning papers in National Food Advertising lineage! (Source: Media Records)

This is the team that effectively delivers and sells the $400-million Syracuse Food Market.

There's no better way to put such PUSH behind *your* advertising. No other medium or combination of media offers comparable coverage at comparable cost.

SYRACUSE The 46th* Metropolitan Market — America's Best TEST MARKET

*SRDS Consumer Market Data

FULL COLOR AVAILABLE — DAILY AND SUNDAY

Represented Nationally by MOLONEY, REGAN & SCHMITT

the SYRACUSE NEWSPAPERS

HERALD JOURNAL Evening & HERALD AMERICAN Sunday — THE POST-STANDARD Morning & Sunday

CIRCULATION: Combined Daily 230,814 ● Sunday Herald-American 202,467 ● Sunday Post-Standard 102,966

Margules Tells Western Union's Versatile Ads

COLUMBIA, MO., May 9—J. Seymour Margules, assistant advertising and sales promotion vp of Western Union Telegraph Co., disclosed last week his company's methods for stretching its advertising budget to encompass a dozen different communication services.

In addition to social telegrams, which account for only 20% of all telegrams transmitted, Western Union must also allocate advertising dollars to business telegrams, telegraphic money orders, private wire systems, government and contract services, the Telex system, Wirefax, Intrafax, press telegrams, its commercial news service, messenger errand service and market research and public opinion surveys.

One of the problems has been to achieve year-'round frequency in advertising both social telegrams and money orders. Since Western Union "can't create emergencies or build a desire" to stir money order business, the company wanted to keep this type of advertising consistent, Mr. Margules told students at the University of Missouri Journalism Week observance.

■ "Our solution," he said, "was to pool the advertising budget on these two items, enabling us to have enough money to run half-page ads more frequently in magazines, and to use a hitch-hike for money orders on the bottom of our social advertising."

To lend importance to the business telegram and at the same time to "dramatize it and humanize it," Western Union decided on a testimonial campaign. To make sure the person giving the testimonial was well known, the company laid down two rules: (1) the person featured must be the president of his company; and (2) the president's last name must be the same as the corporate name, the executive said.

The present business telegram campaign is aimed at stressing the "round trip" effect of communicating by telegram, the speed of transmission and the action-producing results, Mr. Margules said.

■ The problem of too many replies cropped up in the company's private wire service promotion. Mr. Margules said Western Union misjudged the market in this campaign: Many of the replies were from businesses that couldn't profitably use a private telegraph system.

"While the number of respondents was high, there were too few real prospects in relation to the total number of inquiries," he explained. The solution here was to change strategy and feature a single company by name, stating the company's problem and showing that the private wire system was the solution.

Another Western Union campaign wasn't getting enough inquiries. Research indicated that the company was getting good readership but not the desired number of inquiries for its opinion research checking service. To draw greater response, the company put in a large reply coupon in the form of a collect telegram. The change in format has resulted in three times as many inquiries in the first four months of this campaign as Western Union received during all of last year, Mr. Margules said. #

Keebler Biscuit Plans to Repeat Child Safety Push

Keebler Biscuit Co., Philadelphia, will repeat in the fall its child safety campaign, "Kids love life . . . drive lovingly," which it ran last September and which recently won a public interest award from the National Safety Council. Concurrent with the safety campaign, Keebler ran a "Kids love Keebler cookies," using newspapers and radio spots. The ads mentioned the importance of safety measures and picked up illustrations from the safety campaign. Keebler plans to repeat the whole advertising program. Lewis & Gilman is the agency.

Reinhold Boosts Hoagland to VP; Starke to Secretary

Reinhold Publishing Corp., New York, has named Donald Hoagland a vp, succeeding H. Burton Lowe, who has retired. Mr. Hoagland is publisher of *Chemical Engineering Catalog* and *Chemical Materials Catalog*.

At the same time, Kathleen A. Starke, assistant treasurer and a director, has been named to the additional position of secretary.

Sanders Names Russell

Sanders Associates, Nashua, N.H., electronics manufacturer, has appointed James A. Russell assistant manager of marketing services. Mr. Russell was formerly advertising manager of Atkins & Merrill, Sudbury, Mass.

FREE CRAYONS!

CRAYONS are a 'natural' as a give away or a self-liquidating premium. All children love to color, especially with these low cost, quality non-toxic crayons. We'll imprint your firm name on the crayon boxes.

Write Dept. 'A-2' on your letterhead for FREE Samples and details

ADVANCE CRAYON & COLOR CORP.
136 Middleton St. • Bklyn 6, N. Y.

A Short Interview with Ben Franklin, Printer.

INTERVIEWER: Mr. Franklin, how do you look upon your work as printer in Philadelphia?

B. FRANKLIN: *He that has a trade has an Office of Profit and Honour.*

INTERVIEWER: Do you feel you worked pretty hard at printing?

B. FRANKLIN: *Drive thy business or it will drive thee, I always say. Or, you might put it, keep thy shop and thy shop will keep thee.*

INTERVIEWER: How do you account for people still buying bad typography when there's a good ATA shop in almost every city?

B. FRANKLIN: *Where sense is wanting, everything is wanting.*

INTERVIEWER: After people have been burned once with bad jobs, they *do* go ATA.

B. FRANKLIN: *Experience keeps a dear school, yet Fools will learn in no other. Or, Being ignorant is not so much a Shame, as being unwilling to learn. And certainly in the printing trade particularly, promises may get thee friends but non-performance will turn them into thy enemies. My ATA friends keep their printing promises.*

INTERVIEWER: What do you consider the true economy of ATA work?

B. FRANKLIN: *Well, what's well done is twice done and 'tis a well-spent penny that saves a groat.*

INTERVIEWER: Have you an opinion on the Advertising Typographers Association of America, Inc., or more familiarly, the ATA?

B. FRANKLIN: *I hope to smoke a pig if I haven't! Masters, all of them. Master craftsmen. And as my buddy, Poor Richard, put it, "The eye of a Master will do more work than his Hand."*

INTERVIEWER: You started the Saturday Evening Post?

B. FRANKLIN: *That's what they say. If I'd a been a little smarter and had more time, I'd a started the ATA, too, back in 1729. A good typographic association would have been right down my alley.*

INTERVIEWER: One final question. Have you any inspirational message for our ATA members?

B. FRANKLIN: *Here's one I just thought up, "Resolve to perform what you ought. Perform without fail what you resolve." Pretty neat, eh?*

INTERVIEWER: Thank you, Ben Franklin!

It pays to set type right

ADVERTISING TYPOGRAPHERS ASSOCIATION OF AMERICA, Inc.

May we suggest a call to the nearest Advertising Typographers Association Member

EXECUTIVE OFFICES:
461 Eighth Ave., New York 1, N. Y.

AKRON, OHIO
The Akron Typesetting Co.

ATLANTA, GEORGIA
Higgins-McArthur Company

BALTIMORE, MARYLAND
The Maran Printing Co.

BOSTON, MASSACHUSETTS
The Berkeley Press
Machine Composition Co.
H. G. McMenamin

CHICAGO, ILLINOIS
J. M. Bundscho, Inc.
The Faithorn Corp.
Hayes-Lochner, Inc.
Runkle-Thompson-Kovats, Inc.
Frederic Ryder Company

CINCINNATI, OHIO
The J. W. Ford Company

CLEVELAND, OHIO
Bohme & Blinkmann, Inc.
Schlick-Barner-Hayden, Inc.
Skelly Typesetting Co., Inc.

COLUMBUS, OHIO
Yaeger Typesetting Co., Inc.

DALLAS, TEXAS
Jagger-Chiles-Stovall, Inc.

DAYTON, OHIO
Dayton Typographic Service

DENVER, COLORADO
The A. B. Hirschfeld Press
Hoflund-Schmidt Typographic Service

DETROIT, MICHIGAN
Arnold-Powers, Inc.
The Thos. P. Henry Company
George Willens & Company

INDIANAPOLIS, INDIANA
The Typographic Service Co., Inc.

KALAMAZOO, MICHIGAN
Mahoney Typographers, Inc.

LOS ANGELES, CALIFORNIA
Ad Compositors, Inc.
Adtype Service Co., Inc.
Advertisers Composition Company
Bisch Type, Inc.
Nicholas Preston Company

SAN FRANCISCO, CALIFORNIA
Griffin Brothers, Inc.

MILWAUKEE, WISCONSIN
Arrow Press, Inc.

MINNEAPOLIS, MINNESOTA
Dahl & Curry, Inc.
Duragraph, Inc.

NEWARK, NEW JERSEY
Barton Press
William Patrick Co., Inc.

NEW YORK, NEW YORK
Ad Service Company
Advertising Agencies' Service Co., Inc.
Artinitype, Inc.
Associated Typographers, Inc.
Atlas Typographic Service, Inc.
Central Zone Press, Inc.
The Composing Room, Inc.
Composition Service, Inc.
Diamant Typographic Service, Inc.
Graphic Arts Typographers, Inc.
Huxley House Ltd.
King Typographic Service Corp.
Linocraft Typographers, Inc.
Master Typo Company, Inc.
Chris Olsen Typography, Inc.
Frederic Nelson Phillips, Inc.
Philmac Typographers, Inc.
Royal Typographers, Inc.
Frederick W. Schmidt, Inc.
Harry Silverstein, Inc.
Supreme Ad Service, Inc.
Tri Arts Press, Inc.
Typographic Craftsmen, Inc.
The Typographic Service Co.
Kurt H. Volk, Inc.

PHILADELPHIA, PENNSYLVANIA
Walter T. Armstrong, Inc.
Alfred J. Jordan, Inc.
Progressive Composition Company
Typographic Service, Inc.

PITTSBURGH, PENNSYLVANIA
Davis & Warde, Inc.

PORTLAND, OREGON
Paul O. Giesey, Adcrafters, Inc.

ROCHESTER, NEW YORK
Rochester Monotype Composition Company

ST. LOUIS, MISSOURI
Warwick Typographers, Inc.

TORONTO, CANADA
Cooper & Beatty, Limited

Transport Topics

HAS THE SPACE-AGE ANSWERS FOR MODERN SPACE BUYERS

Electronic data processing equipment now speeds Transport Topics market information into the hands of truck fleet advertisers. It's fast, accurate and current—the result of a continuing survey of Transport Topics' 21,960 A.B.C. net paid subscribers. You know exactly *what* you are covering *when* you purchase "market coverage" in Transport Topics—a quality market with quality circulation. Copy air mailed on request.

Transport Topics
NATIONAL NEWSPAPER OF THE MOTOR FREIGHT CARRIERS
1616 P Street, N.W. • Washington 6, D.C.

KLRJ-TV Boosts Hinkle

KLRJ-TV, Las Vegas, has appointed Truman B. Hinkle, formerly sales manager, general manager. Mr. Hinkle succeeds William D. Stiles, vp of the radio and television division of the Donrey Media Group, who will devote more time to the over-all direction of the other radio and tv stations in the Donrey Media Group.

S. F. Adclub Elects Collier

The San Francisco Peninsula Advertising Club has elected Russell Collier, general manager of Pacific Plan Co., Menlo Park, its 1961 president. John Larsen, Vega Electronics, Cupertino, was elected vp.

Seybold Opens Offices

Cordelia R. Seybold has formed her own agency, Cordelia R. Seybold, Fashion Art & Advertising, with offices at 9563 Lakemont Dr., Dallas. Mrs. Seybold formerly operated a fashion studio in Dallas.

Chesebrough-Pond's to Test Improved Vaseline Hair Tonic

NEW YORK, May 9—Chesebrough-Pond's plans to test market an improved Vaseline hair tonic in a slightly redesigned package.

- Its advertising in 1960 was up 6%; sales were also ahead by 6%, to $70,000,000.
- There are no plans to buy Lanolin Plus.
- The company is undecided about entering the hair coloring business.

These were some of the points brought out during and after the annual shareholders' meeting by Jerome A. Straka, president of the company.

Mr. Straka, referring to the purchase of Northam Warren Corp., said a "sophisticated" stockholder reading the annual report could figure out that Chesebrough paid $4,900,000 for Northam's good will and trademarks (Cutex, Odo-Ro-No, Peggy Sage).

He said worldwide sales for first quarter, 1961, were ahead of last year, although the domestic sales picture (excluding Northam Warren) was "adverse." However, he thought first half sales would be ahead.

■ During a question and answer period, Mr. Straka acknowledged —without specifically naming it— that Brylcreem was No. 1 in the hair tonic field, and said Chesebrough is lining up tests for an improved Vaseline hair product.

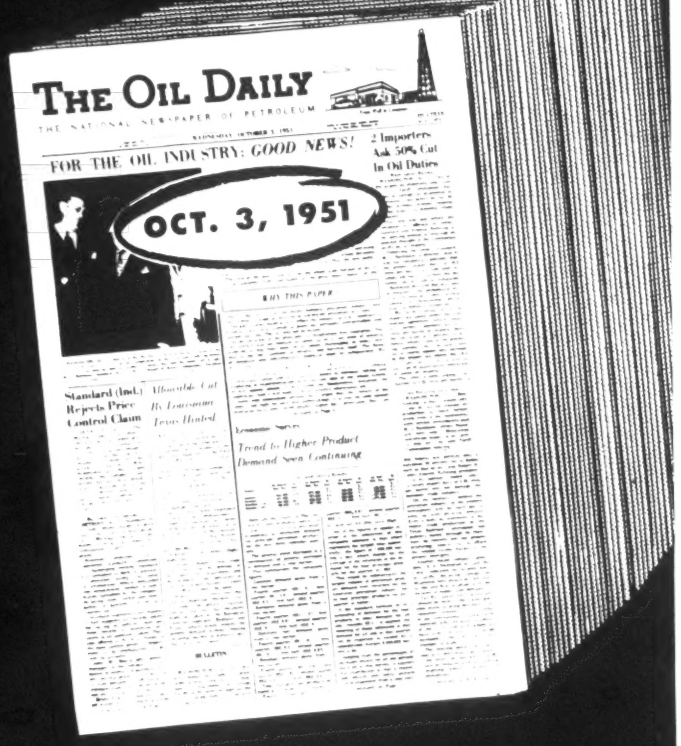
Discussing the hair coloring business, he declared, "I wish we would have been fortunate enough to have bought Clairol (acquired by Bristol-Myers Co. in 1959). He added, "We haven't quite made up our minds" whether or not to enter that business.

"We have no intentions of buying Lanolin Plus," he replied to another question. "We did have discussions with them, but they were never far enough along to be considered negotiations," he said. #

Roegelein to Stephenson

Roegelein Provision Co., San Antonio meat packer, has appointed Clay Stephenson Associates, Houston, to handle its advertising, effective June 1.

10 YEARS and 2450 ISSUES LATER



The OIL DAILY has met the challenge it accepted in 1951.

It continues and will continue to fulfill a need vital to petroleum management men whose responsibilities demand accurate, concise and up-to-the-minute coverage of oil and gas industry news.

In so doing, it has won the respect and regard of the dynamic industry it serves.

It has also won a place in the programs of hundreds of advertisers — petroleum equipment-service-supply people, oil companies, banks and financial firms and others—who have come to know and appreciate the importance to management of this national newspaper of petroleum, and its unique impact as an advertising medium.

THE OIL DAILY
THE NATIONAL NEWSPAPER OF PETROLEUM
59 EAST VAN BUREN STREET, CHICAGO 5, ILLINOIS • WABASH 2-7654
Dominant for Management!

For ACTIVE *Hunters!*

Covering 360,000 outdoorsmen, interested in hunting & shooting — big game, varmints, wild fowl.

Write for sample copy.

The AMERICAN RIFLEMAN Magazine
SCOTT CIRCLE WASH. 6 D.C.

NOW'S THE TIME TO POUR IT ON!

(and a lot of advertisers agree with us)

Some of the gloom peddlers were openly scornful when we used this same headline back on March 1. The business outlook seemed bleak—and the prophets of pessimism were having a field day.

Since then we've heard from hundreds of advertisers who are too busy hanging up sales gains to waste any time hanging crepe. By offering a good value—and promoting it—they are getting exceptional response from customers.

You don't need rose-colored glasses to see a growing number of bright spots in the business picture. Look at these new, typical examples:

Maurice L Rothschild & Co. "Tremendous results from our imported English shoe ad in the Sunday Tribune on April 2 . . . a 15% increase over a good year last year."

Evans A full page ad in the April 9 Sunday Tribune "resulted in the biggest day's business, by far, of any April in our history."

John T. Shayne "Fantastic, stupendous, colossal—use any word you like to describe the response to our 150-line ad in the March 21 Tribune. Over 200 calls for this $29.95 suit in a day and a half—over $6,000 worth of business from an ad that cost $163!"

St. Charles Kitchens Three recent color ads in the Chicago Tribune Magazine offering a 50c booklet "produced over 500 replies from well-qualified prospects."

Living History, Inc. Two ads in the Tribune's Magazine of Books sold almost 400 subscriptions to a 100-year-old magazine—reprints of Harper's Weekly from the Civil War years.

Discount Liquor Stores Ass'n "A special coupon in our regular Friday Tribune ad produced phenomenal results for 4 straight weekends in March. 2,393 coupons returned—and every one a sale. On one weekend alone, we sold 424 cases of beer. With a sales gain of 33% over last year on the items featured, we agree that business is as good as we make it."

Parichy Roofing and Shingle Co. February sales zoomed higher than last year following increased advertising in the Tribune.

Madewell Interiors "The largest February sales volume in 62 years" directly attributed to Tribune advertising.

U. S. News & World Report This important magazine advertiser placed over 54,000 lines of advertising (the equivalent of 22 full pages) in the Tribune during 1960 and sees no let-up in its 1961 promotion plans. "Like the Tribune, we're shooting for another record year."

Alan Robertson Furniture A $29.95 cherrywood table advertised in the North Zone of the Sunday Tribune produced a complete sell-out by Tuesday and additional orders the rest of the week.

Service Electric Now an exclusive Tribune advertiser, this firm's sales were up 10% in February.

Shoppers World "Business has been excellent during February and March" as a result of more than 10 pages of advertising in the Tribune during these two months.

Elite Homes Doubled its February advertising in the Tribune and had "the best February in our history."

Chud's Men's Shop From two small ads in Tribune zone sections, "we sold 148 jackets and suburban coats."

Fabric Mart "Our grand opening ad in the North Zone of the April 6 Tribune produced astounding results! People were lined up four abreast . . . the free towels for the first 500 customers were gone in an hour and a half . . . store traffic was tremendous!"

Security Steel Beam After February business more than doubled, this consistent Tribune advertiser quadrupled his March budget in the Tribune.

Peter Hand Brewery This consistent color advertiser in the Tribune reports "Meister Brau sales in the first quarter of 1961 scored a substantial increase over a good first quarter last year."

Centex Construction Co. Increased its advertising in Tribune in January and February. Result: "Business is great in Elk Grove Village."

Park Forest Homes Following concentrated advertising in the Tribune in January and February, "we had over half a million dollars in sales . . . more homes sold than during the same period in 1960 . . . February and March sales may reach highest peak since 1956."

Campanelli Construction "Our stepped-up advertising in the Tribune has really payed off. We sold 19 homes at $20,000 each during the first two weeks of March."

Shore Galleries, Inc. "An overflow crowd responded to our Tribune want ad offering items from a 1933 World's Fair display. We had to call the Police Department to help control the traffic."

Thomas, Habb & Botts A small, 4-inch ad in the Sunday Tribune offering a study course in stock market operations produced over 200 responses in two days.

L. W. Besinger & Associates This consistent Tribune advertiser reported sales of 92 homes during a preview opening display in Meadowdale.

Armanetti A whiskey ad in the Tribune produced a total sellout in three days. Another Tribune ad sold 200 cases of French wines.

All of these results were achieved this year—most of them during the unsettled first quarter. They reaffirm our strong conviction that business in 1961 will be as good as we make it.

Here at the Chicago Tribune, we feel that once the ball starts rolling, it's time to give it another kick. That's why we've expanded our advertising sales force and increased our advertising budget.

We're shooting for another record year, and we've got the selling power and the marketing know-how to help you do the same. Now's the time to pour it on! We hope you'll join us.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

RESERVE YOUR PLACE NOW AT THE 4th

Spend Over Three Full Days with These and Other Creative Stars—Meet Them,

The Fourth Annual Advertising Age Summer Workshop on Creativity in Advertising will be held at the Palmer House, Chicago, beginning the evening of Tuesday, August 1, and ending in mid-afternoon on Friday, August 4.

The program is virtually complete. It includes a galaxy of outstanding creative men and women—people who know advertising, who judge it, who are thoughtful and competent practitioners and teachers. People who can express themselves, who can inspire as well as inform and entertain.

This year there will be more small, informal sessions featuring give-and-take between "instructor" and participants than ever before. There will also be sessions specially designed for smaller advertisers and agencies, for those interested in industrial advertising, direct mail, outdoor, etc., as well as in general magazine, newspaper, and radio and television advertising.

Not a Convention

The Workshop is not a convention. There are no social events, and no concessions to anyone except the serious practitioner who relishes this once-a-year opportunity for mature, knowledgeable advertising people to discuss the making of advertising in all media, both print and broadcast.

The Workshop is not play. It is over three days of concentrated listening, watching, discussing, doing. There is practically no free time. But the more than 800 advertising men and women who attended one or more of the three previous Workshops have discovered that it is exciting, challenging, rewarding—and fun too.

Who Can Benefit by Attending

The Workshop discusses creative problems only. It is not concerned with how to get new business, or with public relations, or with media selection or appraisal. Therefore, it is of great interest and value to creative directors and supervisors, art directors, radio and tv commercial producers, heads of agencies, etc.

But past Workshops have shown that advertising managers, promotion managers, brand managers, account executives and others who may not actually write or supervise the writing of advertising, but who are required to judge its value, can also benefit enormously.

In fact, the reviews of current advertising and the criticisms, comments, and idea sessions have proved to be unusually useful to such people, and they have constituted about one-half the attendance at previous Workshops.

All-Inclusive Fee Covers Meals and Materials

Total cost of the Creative Advertising Workshop is $125 per participant. This fee covers all sessions, five meals (three luncheons, two dinners), and a Creative Advertising Workbook which will include reproductions in large size of printed advertisements discussed, identification material on radio and television material presented, summaries of all speeches and discussions and space for participants' notes—enabling Workshop participants to carry back with them a detailed summary of the sessions.

Famed Advertising Men on Faculty

In general charge of the Workshop are **S. R. Bernstein,** editorial director of Advertising Age, and **Steuart Henderson Britt,** professor of marketing at Northwestern University, former agency executive, and author of "The Spenders."

The Workshop will start formally on Tuesday evening, Aug. 1, with a showing of "The Progress of Discontent," a film version of the extraordinary presentation developed by the Television Bureau of Advertising to demonstrate the role of advertising in activating a dynamic economy. It will be presented by **Norman (Pete) Cash,** TvB president.

This will be followed by a thoughtful discussion of "Creativity—the Humanizer" by **Marion Harper, Jr.,** the extraordinary young head of Interpublic Inc. (McCann-Erickson and related organizations), and by an equally exciting—and quite different viewpoint on "What Is This Thing Called Advertising" first thing Wednesday morning by **Leo Burnett,** head of Leo Burnett Co., and one of the outstanding creative advertising men of the century.

The remainder of Wednesday morning will be given over to sessions on industrial advertising, conducted by **Richard C. Christian,** president, Martseller, Rickard, Gebhardt & Reed; on direct mail advertising, conducted by **Robert F. DeLay,** president, Direct Mail Advertising Assn.; and on outdoor advertising, conducted by **Ed Graham (the Elder),** creative director, Outdoor Advertising, Inc.

Each session will be given twice, so that Workshop participants can attend two of the three sessions.

Last Year's Participants Bubbling with Enthusiasm

Year after year, better than 50% of previous participants come back to the Creative Workshop, because they find it the most stimulating creative experience of the year.

Read what some of last year's participants have to say:

Ad manager, food manufacturer: "I will retain (in my notebook as well as my brain) all of the tremendously useful ideas and professional opinions passed on to me . . . Through the colorful presentations I found this a real refresher course."

Publication promotion manager: "The Workshop was terrific. It was stimulating, it was educational, it was scintillating."

Advertising agency owner: "I cannot commend you too highly for the wonderful job that was done. As an extra to all I learned, I met a number of wonderful people . . ."

Small agency president: "I thought this year's Workshop even more stimulating than the previous one, and am looking forward to your next session."

Creative director, large agency: "It was a stimulating and rewarding experience, a lot of work but eminently worth it."

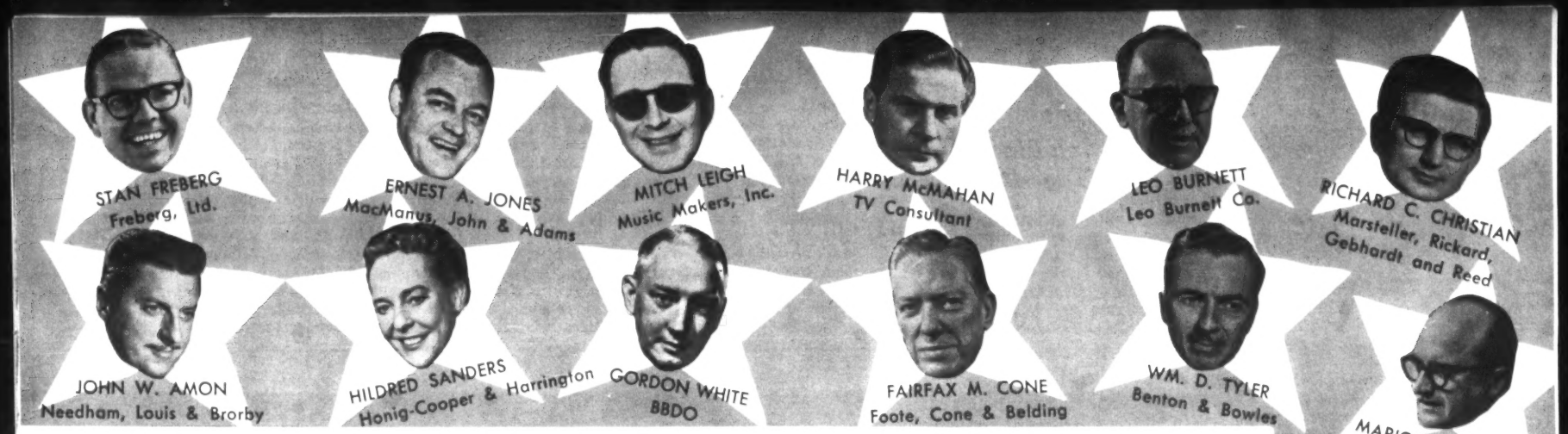
Copy chief: "I take this opportunity to congratulate you again on putting together and presenting a program of substantial and practical value."

Promotion director, business paper: "Having attended all three of the Workshops, I consider myself a three-time winner. These have been the most informative, most helpful sessions of their kind that I have ever taken part in anywhere at any time."

Advertising manager, manufacturer: "I think the sessions were terrific, and I think we should have more inspiring get-togethers. I'm hoping to be back again next time."

Art director, small agency: "So many thanks for the exciting and informative Workshop. Here's to more of them!"

Ad manager, oil company: "The Workshop was excellent. My sincere congratulations on putting together such a fruitful program that seemed to satisfy so many of us who attended."



ANNUAL ADVERTISING AGE CREATIVE WORKSHOP

Listen to Them—Talk, Learn, Discuss—and Recharge Your Mental Batteries

Wednesday afternoon six famed advertising men will run simultaneous sessions, divided into two parts, so that all Workshop participants can attend at least two sessions. In one session they will review and analyze current advertising; in the other they will show a complete campaign of which they are especially proud, or which solves an unusual problem, and will explain the thinking behind it.

These sessions will be small and intimate, and are especially designed for informal discussion and debate.

Conducting the sessions will be **Fairfax M. Cone,** of Foote, Cone & Belding; **Ernest A. Jones,** president, MacManus, John & Adams; **William D. Tyler,** executive vice-president, Benton & Bowles; **Everett D. Biddle,** president, The Biddle Co.; **Earle Ludgin,** chairman, Earle Ludgin & Co.; and **Chester L. Posey,** senior vice-president, McCann-Erickson.

Later in the afternoon, all six will join in a general session with **Walter Weir,** chairman of the executive committee, Donahue & Coe, to score and comment on current print advertising.

Wednesday evening will feature a presentation—with plenty of examples—of how to create the best music mood for broadcast selling, by **Mitch Leigh,** president, Music Makers, Inc.

Thursday will start with a presentation—with examples—of how to cut costs of television commercials, by **Hooper White,** manager of New York commercial production, Leo Burnett Co.

Then will come a critical review of current television commericals, by a panel headed by **Harry Wayne McMahan,** Advertising Age columnist, tv consultant and former agency tv director. The panel will include **Edgar Kobak,** management consultant, former network president, radio station owner; **Donald S. Frost,** vice-president of Bristol-Myers Co. and immediate past chairman of the Assn. of National Advertisers; and **Miss Hildred Sanders,** vice-president and radio-tv director of Honig-Cooper & Harrington.

Right after lunch, **Virginia Graham,** radio-tv personality and special promotional representative for Clairol, will discuss the qualities that make for successful selling on the air.

In the afternoon, **Dimka,** famed head of Prestige Films, Paris, and co-producer of Les Films Pierre Rémont, will tell—with some specially produced film—how they do it in France. He will be followed by **Lawrence E. DuPont,** vice-president for radio-tv of Tracy, Locke Co., explaining the techniques of creating successful 8-second commercials.

Then will come an unusual presentation—"How to Use Ingenuity Instead of Money in Creating Advertising"—a case history record of how advertising people have made sparkling advertising on tiny budgets, presented by **Wesley Aves,** president of Aves, Shaw & Ring.

Thursday evening will feature a performance by the man who brought the house down at the first Workshop—**Stan Freberg,** advocate of the humorous approach to radio and television selling, and creator of such memorable commercials as the Chun King series which took the top award in the Hollywood Ad Club competition this year. He will discuss—with examples—"Breaking Through the Mediocrity Barrier."

Friday morning and early afternoon will feature three impressive demonstrations and discussions:

John W. Amon, vice-president and director of art of Needham, Louis & Brorby, will present an unusual showing of leading art directors' suggestions on alternative approaches to layout and illustration problems—visual demonstrations of how specific advertisements might have been handled differently.

Among others, he will show the work of **Robert Pliskin,** vice-president in charge of art, Benton & Bowles; **Suren Ermoyan,** supervisor of graphic design, Batten, Barton, Durstine & Osborn; **N. Lee King,** vice-president and creative director, Edward H. Weiss & Co.; **Lester Beall,** noted advertising designer and consultant; **James N. Hastings,** vice-president and associate creative director, Campbell-Ewald Co.; and **Herbert Matter,** designer/photographer, Studio Associates, Inc.

Then will come a review of some of the best of the advertisements that are appearing regionally, gathered under the general direction of **Norman D. Cary,** creative head of Monroe F. Dreher, Inc., and including presentations by **James M. Henderson,** president, Henderson Advertising Agency, Inc., Greenville, S.C.; **Jack de Celle,** copy chief, Kenyon & Eckhardt, San Francisco; and **Gordon White,** vice-president and copy chief, BBDO, Chicago.

After lunch on Friday, the Workshop will wind up with a presentation by **William Bernbach,** president and creative sparkplug of Doyle Dane Bernbach.

Make Reservations Now to Insure Acceptance

The first Summer Workshop in 1958 attracted so many people that more space had to be found, in order to accommodate all those who wanted to attend. So, the next year the sessions were moved to the Palmer House's Grand Ballroom and Red Lacquer Room, two of the largest rooms in Chicago. Since then attendance has reached near-capacity levels.

No more than 500 can be accommodated, because of the "schoolroom" setup required and the space needed for visual demonstrations; so it is essential to get reservations in early. You will assure yourself a place.

Reservations are cancelable and fees returnable until July 15. Mail the coupon *now.*

Summer Workshops, c/o Advertising Age, 200 E. Illinois St., Chicago 11, Ill.:

Enroll me for the ADVERTISING AGE SUMMER WORKSHOP ON CREATIVITY IN ADVERTISING, Aug. 1 to 4. My check for $125 covering complete registration fee, including attendance and participation in all meetings and the cost of three luncheons and two dinners on Aug. 2, 3 and 4, is enclosed. (Or bill me ☐; bill my company ☐)

Name (please print or type) _____

Title _____

Company _____

Address _____
STREET CITY ZONE STATE

MAKE YOUR CHECK PAYABLE TO SUMMER WORKSHOPS, AND MAIL TO SUMMER WORKSHOPS, c/o Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

If you want information and reservation forms for the Palmer House (hotel accommodations are not included in Workshop fee) during the Workshop, check here ☐

'Digest' Launches Disc Club Pianissimo, but Buyer Reaction Is Loud and Melodious

NEW YORK, May 9—The Reader's Digest Assn. has gone into the record selling business in a big way—but would like to keep the results off the record for the time being.

"We're still testing, and everything is confidential," said a Digest member.

He just about summed up the official word from Digest headquarters as the company, through a three-month-old subsidiary, stepped up disc promotion it has been engaged in since January, 1960.

The subsidiary is Reader's Digest music division. It inherited some hefty direct mail strength, created by its corporate parent in the past year, that now has been supplemented by color spreads and inserts in *Reader's Digest*.

Oddly enough, one of the inserts—a tipped-in, heavy stock coupon tear-out between a four-color spread—is of a type which "is not for sale to *Digest* advertisers."

■ To date, the company has offered two different 33⅓ rpm albums, each with 12 hi-fi records:

1. "Music of the World's Great Composers," an album which sells for $16 in monophonic form, and $17.85 in stereo. The album includes 28 different musical compositions—symphonies, concertos, tone poems, overtures and dances—all specially pressed by the RCA custom record division. Bach, Stravinsky, Schumann, Mozart, Tchaikovsky, Sibelius, Wagner and Brahms are among the composers whose works are on the record.

2. "Festival of Light Classical Music," which has a $16.96 monophonic price tag, and costs $2 more in stereo. This album is a collection of "70 captivating light classical masterpieces—by 42 immortal composers—with four internationally famous orchestras—and six distinguished conductors." Liszt, Mozart, Strauss, Paganini and Bizet top the list of composers on the album.

■ The Digest hierarchy refused to discuss the albums' success. One source, however, said the company had come up with a "fantastic thing," and a "built-in advantage" by mailing to its magazine subscriber list.

The background of the Digest's record plunge shaped up like this:

Early in 1960 the Digest began direct mail tests with its first album, "Music of the World's Great Composers." It was understood that "30 or 40" different tests were worked, but the $16 album price never varied.

Recipients of the promotion included the Digest's own subscriber list, members of the Reader's Digest Condensed Book Club, purchasers of previous Digest "one-shot" books, persons on "outside book club lists" and others in the U.S. and Canada.

In November, two regional editions of the *Reader's Digest*—Pacific Northwest and Pacific Southwest, embracing nine states—carried a four-color spread and a postcard insert plugging the first album.

■ A second promotion for the first album appeared in March, but only in the six U.S. regions not covered by the first insertion. The promotional theme ("Worth up to $59.76—a once-in-a-lifetime offer") was the same, although a Digest official admitted that copy angles were switched slightly for direct mail, depending on which list was used.

■ Meanwhile, the Digest company developed a second album, and began testing it late last year. "It backed up our original thinking," one Digest man said. "We thought there was a market for better-type music. After all, 12 records for around $16 is a helluva bargain.

"What's more, I'm sure we wouldn't be in it unless it was a money-making proposition." Both mailings are still going out, he said, and it looks like the Digest is in the business for keeps.

The company was hush-hush about future disc campaigns via the magazine, but it appears that more color spreads—and inserts—

Keyed Coupon Returns

Many food advertisers are taking a new hard look at their newspaper schedules in New York.

Keyed coupon returns in case after case show that the Mirror's returns are far ahead of any one of the three evening papers. Often they are better than two combined.

Make The Mirror a MUST!

How big a market for your product in textiles?

this big

How much does the textile industry spend annually for *your* product? To what extent do TEXTILE WORLD readers influence the purchase of *your* product and 86 others?

These are the questions at the very heart of the product-profit picture. We didn't know the answers—nor did anyone else. So we found out. We sponsored an extensive survey of all types of textile mills.

After the methodology and details were worked out with McGraw-Hill Research, they completed over 1600 face-to-face interviews. The job is now done, and the complete *"Market Research Report"* is ready. Here are some of the up-to-now unknown marketing facts it will reveal to you:

(1) The percentage of textile mills using each of 87 products.

(2) Annual dollar purchases by textile mills of each product.

(3) Buying influence of TEXTILE WORLD readers on each of these products.

Not part of this report, but we will be happy to furnish titles of TEXTILE WORLD readers who influence the purchase of each of these 87 products

There you have the story. Your next step is to call your TW District Manager or send your request to us on company letterhead for your copy.

A McGraw-Hill Publication
330 West 42nd St., New York 36, N.Y.

TEXTILE WORLD

are on the way.

In discussing the March insert-within-a spread, however, a magazine source said: "This unit is not for sale to advertisers." He explained that the *Digest* would rather sell a "hard card" insert in combination with its third cover—at a one-time cost of $160,000 for domestic editions with a full-size card insert, and $145,000 for a half-size card combination.

He said the fact that the Digest is using its own magazine to promote the records was "a natural."

The Digest has banked heavily on gimmicks to build its direct mail and magazine pull for records, with three-dimensional devices, die-cuts, tear-offs and envelopes with extra windows.

■ In the mailings, for example, readers are given a perforated tear-off card. This holds two miniature plastic records—one labeled "yes" and the other "no thank you."

If the reader wants to examine the Digest album under a "five day trial privilege," he is asked to pull off the "yes" disc, and insert it in a die-cut slot on the card's tear-off portion, then mail this to the company. If he doesn't want the album, the Digest asks that the "no" disc be sent in, anyway.

Introductory letters, an illustrated four-color brochure, and an "RCA/*Reader's Digest* guarantee of quality" complete each mailing—along with news about the Digest's four-month instalment plan for album-buyers.

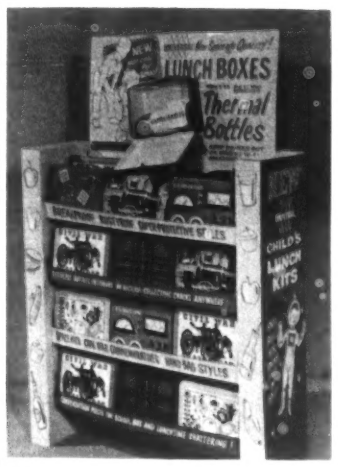
■ The inserts in the *Digest* have also carried the miniature-record "yes" idea, via a die-cut circle that the reader can remove and affix to a pre-gummed spot before tearing off the insert for mailing. The idea has "worked well," the Digest said.

Another activity, Reader's Digest Condensed Book Club, has been selling books—on a quarterly basis with the last one costing $2.32—via mail to subscribers and others.

The club has also placed some ads in magazines other than the *Digest* through its agency, Schwab, Beatty & Porter.

Schwab has also helped out on Digest "one-shot" book promotions, which occur about four times a year. Prices on these have varied from $1.50 to $3.50.

J. Walter Thompson Co. is the agency for advertising and circulation promotion of the magazine itself. ≠



DISPLAY—*Landers, Frary & Clark is offering dealers this display rack for its new Universal line of lunch boxes and thermal bottles for back-to-school promotions.*

Drilling Joins WJW-TV

Joseph C. Drilling, formerly exec vp and general manager of KJEO, Fresno, Cal., has been appointed managing director of Storer Broadcasting Co. station WJW-TV, Cleveland, succeeding Benjamin B. Wickham, who has resigned. Mr. Wickham will continue with Storer as a special consultant in Cleveland.

Conducted and Tabulated for TEXTILE WORLD by McGraw-Hill Research

TEXTILE WORLD

Market Research Report

SECTION 1 Annual Purchases and the Percentage of Textile Mills Using Each of 87 Products

SECTION 2 Buying Influence of Textile World Readers on Each of 87 Products

The 87 Products Are Grouped Under The Following Categories:

Air Conditioning, Humidifying, Heating & Ventilating
Building, Building Materials & Services
Electrical Equipment
Employee Safety & Sanitary Equipment
Employee Services
Instruments & Meters
Lubricants & Lubricating Equipment
Materials Handling
Maintenance Equipment & Supplies
Packaging & Shipping
Power Generation & Services
Power Transmission
Production & Maintenance Control Equipment
Production Equipment & Supplies
Other Equipment or Supply Items
Trucks and Parts

Serving Both Technical and Management Needs of Textile Management Men

If Traffic-Building or Sales Leads Are Your Objectives...

See What POCKET BOOKS and GOLDEN BOOKS Can Do For You

USE effective, economical, quality paperbound books—with covers or inserts adapted to your own sales message—for premiums and tie-in sales programs.

TAKE advantage of best-selling, active titles and vast facilities of the world's largest publisher of paperbounds—POCKET BOOKS—and its affiliates in the children's field — GOLDEN BOOKS and GOLDEN RECORDS.

SEE how successful book premium and tie-in programs have been developed for Johnson & Johnson, AMF, Ford, General Mills, Stanley Tools, Kraft, Kimberly-Clark, Levi Strauss, Eastman Kodak, International Trucks, Alcoa, Guren Watches, and many others.

CALL or write now! Whether you are local, regional or national . . . requiring a thousand units or several million . . . let us hear from you. Just tell us if you want store traffic, sales leads, sales tie-ins, good will builders, self-liquidators. We'll suggest a program tailored to your needs.

Special Projects Division

THE BENJAMIN COMPANY

600 Fifth Avenue, New York 20, N. Y.

CI 5-2550

ΠΡΩΤΟΣ*

In any language, The Cedar Rapids Gazette is Iowa's 1st newspaper in total advertising linage and provides 95% coverage of Iowa's 2nd largest market.

Represented by Allen-Klapp Co.

ΠΡΩΤΟΣ means First in Greek

23 Organizations Win Silver Anvils From PR Assn.

ATLANTIC CITY, May 9—Twenty-three national and international organizations received the annual Silver Anvil awards of the American Public Relations Assn. here at the climax of the 17th and final annual convention.

The APRA will merge with the Public Relations Society of America in July, and future Silver Anvil awards—most coveted honor in the pr field—will be bestowed by the combined organization under the PRSA name.

Entries were accepted in 27 categories this year, but only 22 were granted awards. However, for the first time, two organizations received Silver Anvils in the same classification. Another first was the awarding of a special people-to-people Anvil to International Petroleum (Columbia).

■ Winners were announced by Arthur Reef, exec vp of Barnet & Reef Associates, New York, chairman of the judges and awards committee. They were:

Agricultural products and services: Bowaters Southern Paper Corp., Calhoun, Tenn.; banking, finance and insurance: Allstate Insurance Companies, Skokie, Ill.; chambers of commerce: Greater Hartford, Conn.; commemorative and special events: office of the chief of information, department of the army; communications: Westinghouse Broadcasting Co., New York.

Community organizations: Blue Cross Plan of Hospital Service Corp. and Blue Shield Plan of Illinois Medical Service, Chicago; construction and related products: the Pan Am building and its pr counsel, J. P. Lohmann Organization, New York; distribution and marketing: Hamilton Cosco and its pr counsel, Caldwell, Larkin & Sidner-Van Ripper, Indianapolis; educational institutions and organizations: University of California, Berkeley.

Entertainment and recreation: Motion Picture Assn. of America, Harry K. McWilliams, coordinator, for 1960 Academy Awards promotion campaign; Government: bureau of statistics and census, Republic of Panama; Hospitals: Memorial Hospital of Long Beach, Cal.; international relations (originating in the U.S.): (1) employes and agents of Nationwide Insurance Co. and associated companies, Columbus, O.; and (2) Ex-Cell-O Corp., packaging and equipment division and Project Hope, Detroit; international relations (originating outside U.S., commercial): International Petroleum (Columbia).

International relations (originating outside U.S., military): 3rd Marine Division, for Korean project; manufacturing (individual corporate activities): Lone Star Steel Co., Dallas; manufacturing (associations): Allied Chemical Corp., sponsor of the Melamine council, and its pr counsel, Carl Byoir & Associates, New York.

Military: HQ., Military Air Transport Service, U.S.A.F.; philanthropic organizations: American Foundation for the Blind; trade associations: Diaper Service Industry and its pr counsel, K. M. Coggeshall, St. Louis; and travel, tourism and related interests: department of publicity, City of Miami, Fla. #

The interesting migration habits of the red-blooded vacationing consumer

Interesting, yes. Exceedingly profitable, too, for farsighted advertisers! They *know* that every summer Michigan draws more than five million outstate tourists. And these tourists spend 650 million dollars on almost every imaginable product. When you add these folks to the seventeen million residents in our primary coverage area—and consider the fact that Ontario (right next door) draws 60% of Canada's tourist trade—you'll find that you're talking in terms of a tremendous market. And a market that WJR covers like a glove. Whether you're talking to vacationers or stay-at-homes, mass audience or a select few, the place to get results is WJR . . . try us this summer.

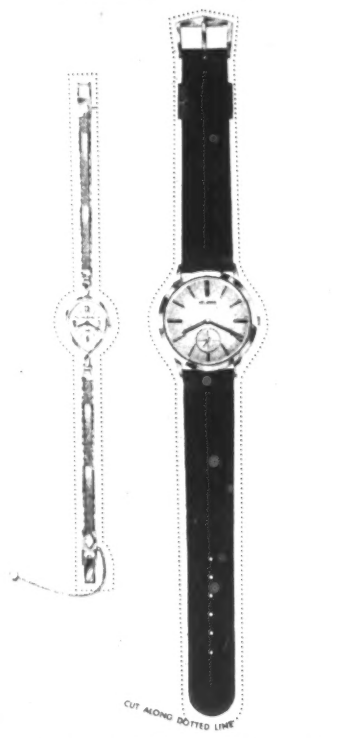
WJR DETROIT
760 KC 50,000 WATTS
Represented by Henry I. Christal Co., U.S. & Canada
Atlanta • Boston • Chicago • Detroit • Los Angeles
New York • San Francisco

MICHIGAN WEEK MAY 21-27

WRAP THIS AROUND YOUR WRIST AND SEE HOW PERFECTLY A

HELBROS

WATCH SUITS YOU



Petal, a lovely tear drop on a shimmering ribbon of mesh. Raleigh, golden elegance in a wafer-thin shape. Both have 17 Lifetime Jewels and Unbreakable Mainsprings. Helbros Watches from $19.75 to $375.00. ©1961 Helbros Watch Co., Inc. 6 W. 48th St., N. Y. C.

TRY OUT—*Helbros Watch Co., New York, invites people to see how their watches look on the wrist by clipping them out of this ad which will run during June in Esquire, Holiday and Seventeen. E. A. Korchnoy, New York, is the agency.*

New TWA Ads to Push Service; Speed to Take Back Seat

NEW YORK, May 9—Trans World Airlines is apparently following the lead of American Airlines and Eastern Air Lines in de-emphasizing speed claims and stressing service.

The airline's new spring campaign leads off with an ad pointing up TWA's on-time record as "the best in the business."

For many years, TWA has been the most aggressive airline advertiser in promoting speed and equipment. American and Eastern both recently announced that in the future they would talk more about service and less about speed.

■ Henry Riegner, ad director of TWA, said the new approach is designed "to present more significant appeals to the traveling public." And he added: "The introduction of new aircraft by other airlines has resulted generally in an equalization of flying times and equipment advantages."

TWA ads are scheduled for newspapers in its market areas and for *Newsweek*, *Time* and *U. S. News & World Report*. Foote, Cone & Belding is the agency. #

Giusti Appointed Office Head

Allen, de St. Maurice & Spitz, San Francisco, has appointed Don Giusti office manager. Prior to joining the agency, Mr. Giusti was an account executive of Wilson Advertising Agency, Reno.

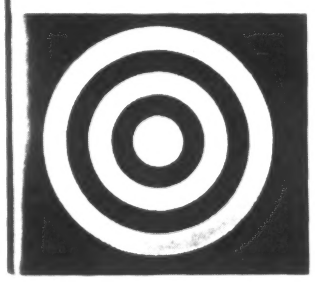
Van Cleve Joins Shaw

Virginia Van Cleve has joined the copy department of John W. Shaw Advertising, Chicago. Miss Van Cleve was formerly with Don Kemper Co. and Compton Advertising.

How to get the most buyers for your 1961 advertising dollars

U.S.News & World Report

THE COMPLETE NEWS - IN DEPTH



- 19% MORE NEW CAR BUYERS
- 52% MORE CORPORATE STOCK BUYERS
- 35% MORE VACATION TRAVELERS
- 11% MORE BUSINESS TRAVELERS
- 27% MORE CAR RENTERS
- 36% MORE AIR CONDITIONING BUYERS

That's the buyers-per-dollar advantage scored by "U.S.News & World Report" in recent studies of 14 leading magazines.*

Like any good salesman, a good advertising campaign measures its sales efficiency in the number of "calls" it takes to find a buyer—especially in a year like 1961, when every single sales dollar must work as though it were two.

Latest market studies show that "U.S.News & World Report" consistently out-performs other magazines in just this kind of sales efficiency. Of 14 leading magazines studied, it delivers the *most known buyers per advertising dollar* in business and consumer markets alike.*

One good reason for this sales efficiency of "U.S.News & World Report" is its concentration of high-income managerial and professional people—unequaled by any other magazine with over 1,000,000 basic circulation. These are people who need and use the important news in shaping their plans and decisions. And these are people whose incomes and responsibilities reflect today's most active *personal and business* buying power.

The fact that "U.S.News & World Report" delivers these prime buyers in such large numbers, at lowest cost, is one more reason why so many advertisers consider it to be—

. . . the most important magazine of all

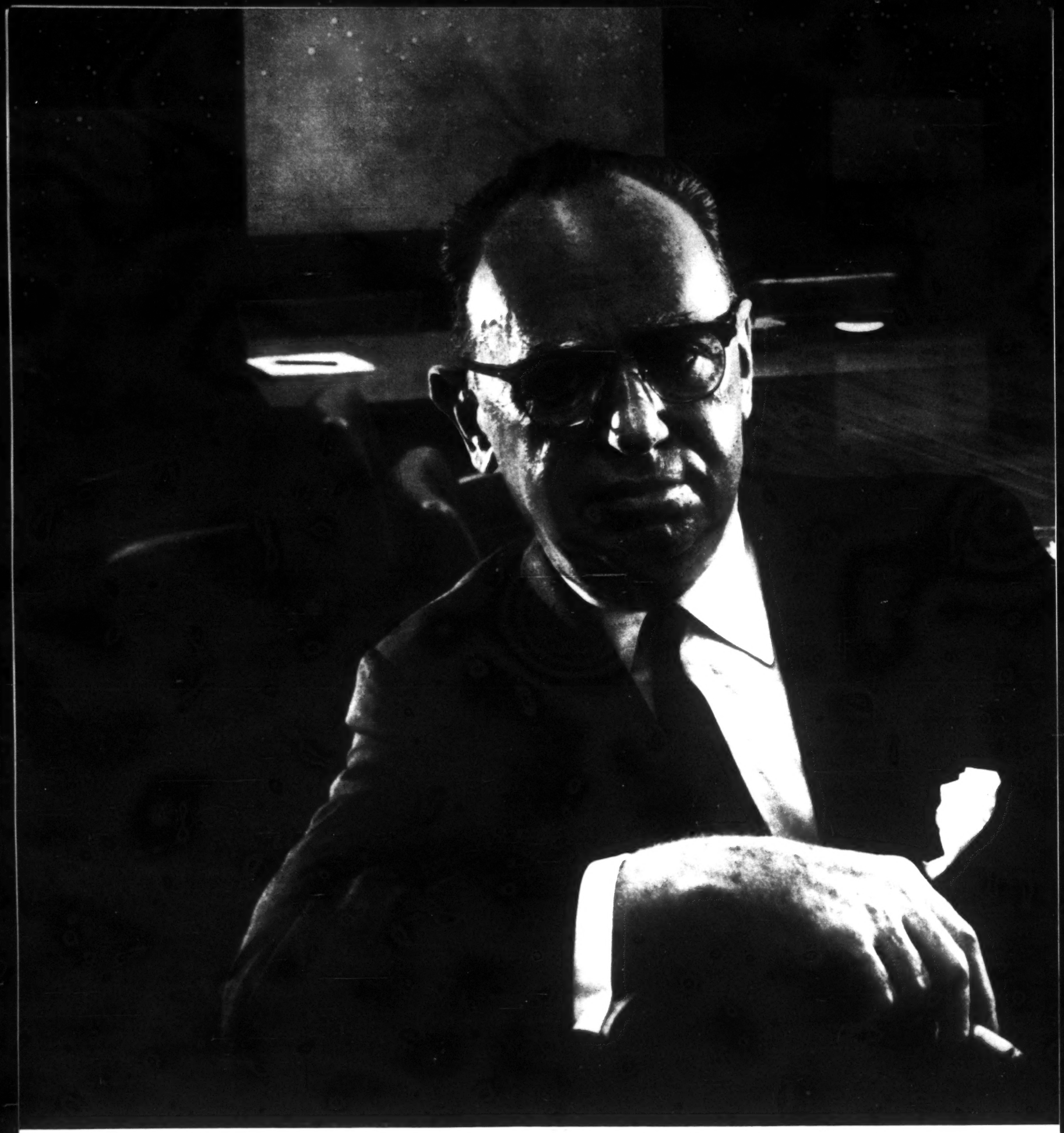
U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,200,000 net paid circulation

*Source: "Car Owners Survey," conducted jointly by Benson & Benson, Inc., Princeton, N. J., and Market Research Division of "USN&WR." The 14 magazines studied are Better Homes & Gardens, Fortune, Holiday, Life, Look, National Geographic, New Yorker, Newsweek, Reader's Digest, Saturday Evening Post, Sports Illustrated, Sunset, Time, "U.S.News & World Report."

For details, ask your advertising agency or our advertising sales offices at 45 Rockefeller Plaza, New York 20, N. Y. Other advertising offices: Boston, Philadelphia, Cleveland, Pittsburgh, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Washington, London.



A man who knows his way around in advertising knows that businesspapers take special talent, special pains—and pay off in special rewards, special satisfaction. For here you're talking to fellow pros—men as impatient with the trite and dull and commonplace as you are yourself. Selling businessmen always calls for your best . . . in businesspapers.

Advertising in businesspapers

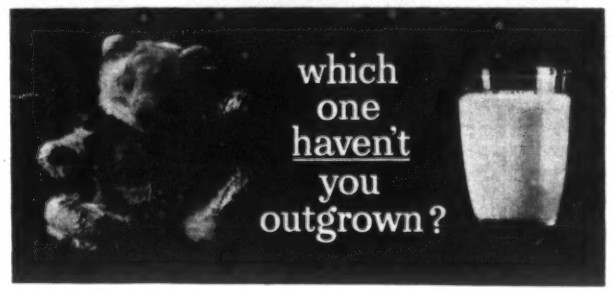
THE ASSOCIATED BUSINESS PUBLICATIONS • 205 EAST 42ND STREET, NEW YORK 17, N.Y. • 201 NORTH WELLS STREET, CHICAGO 6, ILL. • 333 WYATT BUILDING, WASHINGTON 5, D.C.

CHAIRMAN OF THE BOARD, CHICAGO AGENCY. PHOTO ON LOCATION BY ARNOLD NEWMAN

means business

...because businesspapers are the most direct, penetrating and economical way to cultivate specialized markets. Remember, all good selling is specialized and nothing specializes like the business press.

GOOD BUSINESS ADVERTISING WORKS BEST IN A GOOD BUSINESSPAPER — A BOUGHT-AND-PAID-FOR ABP PAPER.



THEME CHANGE—*The California Dairy Industry Advisory Board has interrupted its continuing "Make Mine Milk" campaign to interpolate one aimed at adult and young adult audiences to show that the need for milk continues into adulthood. The outdoor campaign was placed through Cunningham & Walsh.*

Johns-Manville TV Show Promotes Home Builders in St. Louis

ST. LOUIS, May 9—Johns-Manville Corp. is testing a 15-minute weekly tv program on KTVI here in an effort to get more home builders to use its products.

Called "Suburban Living," the Sunday noon telecast is devoted entirely to the promotion of new home developments in the St. Louis area. Each program includes 2½ to 3-minute film clips of each of four developments, with interior and exterior shots of the homes. Although Johns-Manville is not mentioned in the films, the shots show such J-M products as ceiling panels, floor tile, roof shingles and asbestos cement walls. Films also show the topography of the land and the developments' location. Johns-Manville pays time and production costs.

After each film clip, an announcer fills in such details as the name of the builder, price of the model home and directions for getting to the housing development.

■ The program, developed by Johns-Manville's agency, Cunningham & Walsh, does not carry any "formal" commercial. Only mention of Johns-Manville is in an opening spot running about 28 seconds and a closing ad of about 20 seconds.

The tv test is an extension of the company's "Seven-Star Home Value Plan," in operation about four years. The plan is open to builders of 30 homes or more. To qualify, a builder must certify that he is using a certain number of J-M products. He then becomes eligible for the company's promotional aids, which includes signs and point of sale material for his model homes, in addition to newspaper ads paid for by Johns-Manville and placed at the discretion of the builder. Last year, 800 builders qualified.

NAB WARNS STATIONS AGAINST ALL-SELL TV

WASHINGTON, May 9—That old pain from the early days of television—the "program length commercial"—is back again, the National Assn. of Broadcasters warned stations last week.

The NAB tv code review board cautioned its subscribers to be alert for the solid commercial that comes along in the guise of a program. The ancient problem, which tv thought it had licked, has popped up again—sometimes as a syndicated feature.

■ In a bulletin to subscribers, E. K. Hartenbower, general manager of KCMO-TV, Kansas City, and chairman of the code board, suggested stations should query the code offices in Washington, New York or Los Angeles when in doubt about such programs. Recent examples of shows that were practically all sell have occurred in the housing and used car fields, he indicated. These shows, he said, "are difficult to qualify under the code . . . There is no question that some of the shows, particularly in the real estate field, should be checked with the code staff." =

Crane Potato Chip Opens Push

Crane Potato Chip Co., Decatur, Ill., has launched an intensive spring and summer campaign, using a baseball premium. Media being used in the campaign are 17 central and southern Illinois newspapers, radio, tv and point of purchase display material. Ten and 20-second filmed tv commercials, directed to children, urge them to save special big-league baseball buttons from bags of Crane potato chips and send them in for free baseballs. Hall, Haerr, Peterson & Harney, Peoria, is the agency.

For advertising men who are also business men:

What GOOD HOUSEKEEPING'S new fifty-cent cover price means in terms of advertising continuity

When Good Housekeeping made the decision to go to a fifty-cent cover price, one of the considerations was a concern for continuity of advertisers' schedules.

True, tests had shown our readers regard Good Housekeeping as a premium quality magazine and are willing to pay more for it.

True, we felt it was sound and reasonable to ask them to bear a fair share of increased costs.

But a long view of present day magazine circulation and rate trends *also* spotlighted the special problem of frequency and impact.

In plain fact, the race for bigness in the women's service field has priced many advertisers out of the market for their normal, or even their seasonal, frequency requirements.

For instance, in the period from January, 1960 to October, 1961 the Ladies' Home Journal's page rate has increased 50% so that the 12 time advertiser of two years ago has been reduced to only 8 pages on the same budget.*

McCall's 78% rate increase has cut the once 12 page advertiser down to 6.8 pages in the same period.*

In effect, the circulation race is forcing advertisers to buy bigger chunks of less selective readers, to buy possibly unwanted marginal millions, at the sacrifice of continuity – and incidentally frequency discounts.

In contrast, Good Housekeeping believes that its increased cover price plus a premium subscription price will assure a normal circulation growth, make our audience even more selective, and deliver a thoroughly responsive readership. It also enables us to guarantee present rates through this year and thus make it that much easier for advertisers to run solid sales-effective schedules.

At any level of spending, Good Housekeeping permits far greater continuity than either of the other women's service magazines.

For instance, 12 black & white pages in Good Housekeeping cost $222,000, while the same money will buy only 6.5 pages in either of the other two magazines as of October 1, 1961. Moreover, the 12 Good Housekeeping pages deliver in excess of *thirteen and three-quarters million more* advertising impressions.

If your advertising appropriation hasn't been going up as fast as some magazine rate cards, and if you are concerned about being forced to buy too much, too seldom, we suggest that you take another look at Good Housekeeping.

In every important way it is *the* quality women's service magazine. It offers more editorial vitality, more dedicated readers per dollar, more selectivity, more continuity, more effective penetration of the true homemaker market.

These are the things that make Good Housekeeping different. And these are the things that make it a great advertising medium.

HOW MANY B&W PAGES $222,000 BUY IN THE WOMEN'S SERVICE FIELD*													NUMBER OF IMPRESSIONS
PAGES	1	2	3	4	5	6	7	8	9	10	11	12	
GOOD HOUSEKEEPING	GH	GH	GH	GH	GH	GH	GH	GH	GH	GH	GH	GH	=59,532,000 IMPRESSIONS
LADIES' HOME JOURNAL	LHJ	LHJ	LHJ	LHJ	LHJ	LHJ	LH						=45,780,000 IMPRESSIONS
McCALL'S	McC	McC	McC	McC	McC	McC	M						=45,780,000 IMPRESSIONS

12/31/60 ABC or rate base, whichever is higher.

*Oct. 1961 B&W page rates without discounts.

Good Housekeeping

Magazine and Institute/A Hearst Magazine

Guaranteed by Good Housekeeping

1 FIRST in the United States among cities under 150,000 population.

source Sales Management

6 SIXTH in the United States among ideal testing cities regardless of population.

2 SECOND of all testing cities in New England regardless of size.

PORTLAND, MAINE

the testingest market in the country

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

94% coverage of ABC retail zone — 100% coverage of city zone — represented by Julius Mathews Special Agency

"They've fired on Fort Sumter."

"Not Again . . ."

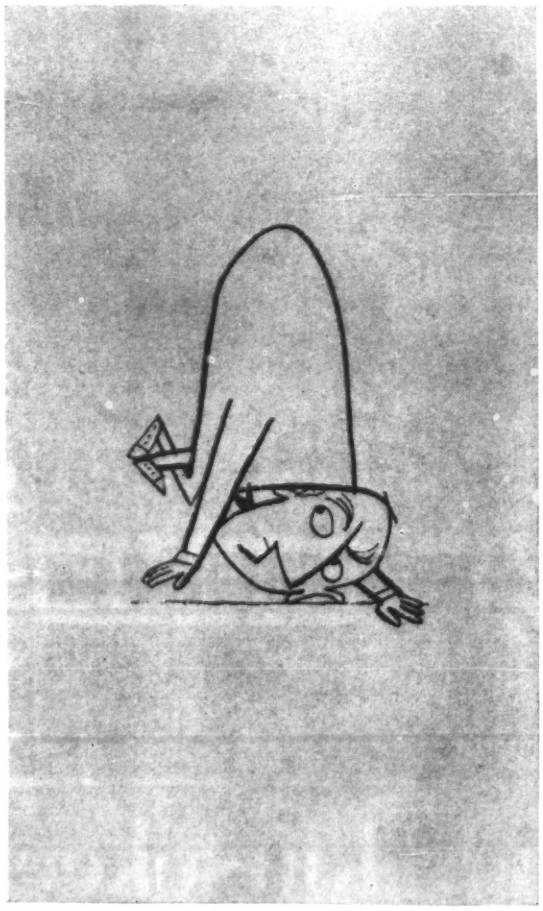
Five score years and thirty-three days ago they shelled Fort Sumter, as anyone on our mailing list knows. Things got worse before they got better, and, to make a fascinating story dull, a lot of fodder has gone through the cannon since. Buffs may well tell us that Lee had absolutely nothing to say about the calibre of tv programs *his* sons were allowed to watch; purists may scream that it was *Mrs.* Lincoln who said that a piece of copy ought to be long enough to reach the ground. Brady buffs can question the statistical validity of making retroactive rating studies of the master's stills. However, there's no denying the fact that today's toys in the attic were yesterday's big booms, that change is the only constant, that judges may be neutral but audiences are not.

Still around? We could have admitted in the beginning that pinning an advertisement for a tv station in Eastern Iowa to the Civil War Centennial was impossible. Our point: We have a new m.c. for our late afternoon children's strip. He's Dr. Max, with a string of show biz credits that goes back to a little bit north of Appomattox. Along with other afternoon standbys—Billy Boulder, Yogi Bear and Huckleberry Hound—the Battle of Eastern Iowa's Late Afternoons goes as before°: *Nolo contendere*, in favor of WMT-TV.=

WMT-TV • Cedar Rapids—Waterloo
CBS TV for Eastern Iowa.
Represented by the Katz Agency.
Affiliated with WMT Radio;
KWMT Fort Dodge; WEBC Duluth.

°Mon.-Fri. 4 to 5:30 p.m. ave. 68% of audience. *Cedar Rapids-Waterloo March/61 ARB.*

=First in *all* time periods from sign-on to sign-off, Sun. thru Sat. *Ibid.*



CBS Films Adds Show, Reports Sales Boost

CBS Films, New York, has added three series to its syndication catalog for fall. The new-to-syndication offerings include "December Bride," "Angel," and "Wanted—Dead or Alive." All have previously been aired on a network basis. Also available for fall are 26 new half-hours of "Deputy Dawg," which went into syndication a year ago.

At the company's annual sales meeting May 3, James T. Victory, director of syndication sales, reported that gross domestic syndicated sales for CBS Films for the first four months of 1961 were 90% ahead of the 1960 level. This sets a new record for the first four months of the year, he said.

'American Press' Moves

American Press magazine has moved its offices to 54 W. 40th St., New York.

Adclub's Kaufman Battles Multer on Liquor Price Ad Ban

WASHINGTON, May 9—The Advertising Club of Washington has lined up with liquor dealers who are trying to head off legislation which would prohibit the use of prices in liquor ads in the District of Columbia.

In offering a bill (HR 5678), Rep. Abraham Multer (D., N. Y.) contended he was concerned about deceptive pricing. The bill is supported by smaller liquor retailers and opposed by larger stores, which use extensive advertising.

Henry J. Kaufman, Washington agency executive, was authorized to speak for the adclub, after the club's directors decided that congressional action to ban price advertising of liquor in the District of Columbia might become a precedent for additional assaults on price advertising, mounted by Congress, or by state legislatures.

In his appearance before the committee, Mr. Kaufman argued that bodies like the Federal Trade Commission are well equipped to protect consumers against deceptive use of prices in ads. "When you delete prices from ads, you aren't protecting the public," he said. "You're giving the retailers a 'license to steal'."

■ With respect to liquor dealers, Mr. Kaufman commented that they already have little "monopolies," since the number of licenses is limited. If prices are not mentioned in ads, the consumer has no protection, unless he is willing to do his own comparison shopping, he said. Addressing himself to Rep. Multer's complaint that advertising is often deceptive, Mr. Kaufman said: "If you want facts in advertising, price is a fact which everyone understands."

Rep. Multer took the position that the ban on price advertising is justified because liquor is a "regulated" industry. But Mr. Kaufman argued that every business, including regulated businesses, should be free to report truthfully what goes on inside their place of business.

"If a merchant wants to turn frozen assets into cash, or if he wants to use part of his profit to promote more store traffic, does Congress want to prevent it?" he asked. "Will Congress bail him out if he goes broke?" =

Two Sponsor 'Funny Manns'

California National Productions, New York, has sold "Funny Manns," a series of 104 eight-minute episodes, to Sweets Co. of America and Ideal Toy Corp. for co-sponsorship in 50 major markets. Each episode contains edited segments of movie comedy classics with commentary by emcee Cliff Norton. The Sweets order was placed through Moselle & Eisen; Ideal's buy was made by Grey Advertising Agency.

Pa. Passes Tourism Bill

Gov. David L. Lawrence of Pennsylvania has signed a bill providing $200,000 in state subsidies for local tourism development. Grants in aid to county governments will be made at the rate of either 10¢ per capita or $3 per rented room. The current allocation is for the period June 1, 1961, to June 30, 1962.

Roly-Door Sets Co-op Plan

Roly-Door division of Morrison Steel Products, Buffalo, has devised a new cooperative advertising plan under which it will pay two-thirds of dealer co-op advertising outlays. The company, which makes steel sectional garage doors, will also offer complete local level copywriting and scheduling.

1,376,000 Chicago Men are Missing..

Though more than 7 of 10 Chicago men read a newspaper daily—you *now miss* from 59.5% to 79.7%*—over 1,376,000—of your best prospects when you advertise in any *single* Chicago daily newspaper.

The lesson to be learned is obvious. It takes *two or more* newspapers to sell Chicago—and the top two for the money are the Chicago Sun-Times and Chicago Daily News.

The new Sun-Times and Daily News rate structure, with new combination discounts, gives you Chicago's most efficient advertising buy. From 48 to 241 more readers per dollar, from 22 to 150 more *men* readers per dollar than any other 2-paper combinations.

*"Chicago NOW," a report based on the first Chicago market study ever conducted in consultation with the Advertising Research Foundation, supplies some revealing figures—and important new ideas—about *today's* Chicago market. If you don't already have a copy, contact your Sun-Times or Daily News representative today. He'll also have *specific information* on how recent Chicago rate changes have affected the figures in "Chicago NOW."

**Based on 1000 line B/W ad*

TOP TWO FOR THE MONEY

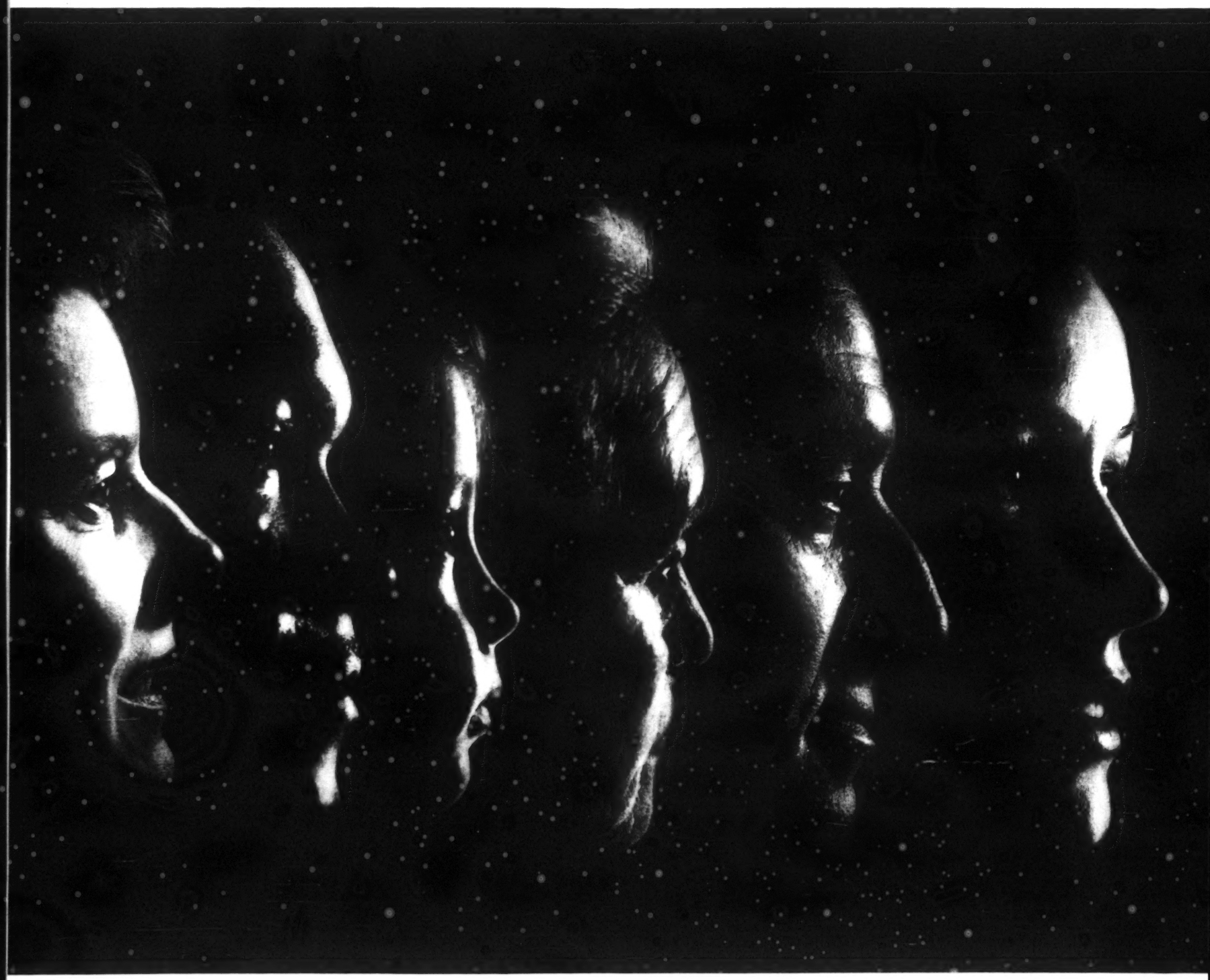
CHICAGO SUN-TIMES

CHICAGO DAILY NEWS

CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

CHICAGO: 401 N. Wabash Avenue, WHitehall 3-3000
NEW YORK: Time and Life Bldg., Rm. 1708, CIrcle 6-1919
DETROIT: Buhl Bldg., Room 1026, WOodward 3-0930
MIAMI BEACH: Hal Winter Co.
ATLANTA, LOS ANGELES, SAN FRANCISCO } Sawyer-Ferguson-Walker Co.

Copyright 1961, Field Enterprises, Inc.



Television's biggest average audiences day and night.
More of television's most popular programs than the other two networks combined.
Biggest average audiences in every category of evening entertainment.
More of the Top Ten new programs than the other two networks combined.
The largest investment by advertisers in any television network.

response...and

When the television screen lights up the faces of the nation's viewers at the start of each new season the big question facing the network broadcaster is: how will they respond? This is the moment of truth, for the measure of their response is the measure of how effectively the broadcaster has discharged his responsibility to the varied needs and interests of his vast audience. By this measure, one network stands out at season's end. It has provided viewers with the kind of entertainment they like best. And it has done so by presenting programs of the highest quality in the most evenly balanced schedule in all broadcasting.

Its superb comedy and variety have filled the nation's homes with laughter and delight. Its dramas, mysteries, and westerns have captivated millions week in and week out. Its presentations of great music through the New York Philharmonic symphony orchestra have enriched the lives of young and old. Its distinguished public affairs programs have won both the acclaim of critics and the industry's major awards. Through such programs as *The Twentieth Century, Eyewitness to History, Face the Nation, The Great Challenge,* and *CBS Reports,* it has illuminated the forces and personalities that shape our times and foreshadow our future.

CBS TELEVISION NETWORK

Audience data: Nationwide Nielsen reports, Oct 1960–1 April 1961, AA basis; evening, 6-11 pm; daytime, Monday-Friday, 7 am-6pm; Advertising expenditures: Leading National Advertisers, 1960.

responsibility

By constantly striving to present the finest programs
of every kind, the CBS Television Network has earned the response
of audience, critic and advertiser alike...and
thus has demonstrated its responsibility as a broadcaster.

Woody says: Central Illinois is blanketed wall to wall with

RED CARPET* ADVERTISING

*Red Carpet Advertising? It's blanket coverage advertising plus down-to-earth local merchandising. Here's how it works: 1. We send direct mail to retailers inviting local tie-in ads. 2. We follow up with personal calls. 3. We send you a written report. Mail your ad or come in person, the "Red Carpet" is out. Combine this hard-hitting plan with a $233,000,000 market in Illinois' 7 richest counties; incomes 20% above average; balanced industry, farm, education. It's the ideal market right in the heart of the Golden Central Illinois Corn Belt. Hometown newspaper read daily by over 40,000 Pantagraph subscriber families.

R.O.P. Spot Color--plus Full Color (black and 1, 2, or 3 colors Daily and Sunday)

BLOOMINGTON-NORMAL, ILLINOIS **Pantagraph**

Represented by: Ward-Griffith Co., Inc.

Information for Advertisers

"Operation Shopping Centers," a 208-page guidebook to successful shopping center advertising and promotion practices, has been published by and is available from the **Urban Land Institute**, 1200 18th St., N.W., Washington 6. The guidebook is priced at $25 per copy.

• "Advertising Miami, 1961," an 80-page booklet, which includes a directory of advertising facilities, has been published by the **Advertising Club of Greater Miami**. The directory includes listings of agencies, artists, advertising specialties, associations, direct mail, directory publishers, exhibits, letter service, market research, magazines, media representatives, newspapers, outdoor advertising, photoengravers, printers—letterpress, silk screen and lithography, public relations counselors, radio stations, television stations, typographers and transportation advertising companies. Additional information may be obtained from Paul R. Greenaway, Florida Power & Light Co., 25 S.E. 2nd Ave., Miami 32.

• The fourth edition of "Market Areas in the U. S.," a study designed to aid in calculating sales quotas, outlining sales territories, locating warehouses, determining proper dealer representation and how much advertising effort should be placed against each segment of the market, has been published by **Curtis Publishing Co.**, Independence Sq., Philadelphia 5.

• **American Marketing Services** has introduced a new publication, "Open Doors," a newsletter of creative sales ideas. Designed to provide marketing, advertising and sales promotion executives with a report on ideas which are being used effectively to "open doors" for sales personnel, each issue will contain from 12 to 20 creative ideas. Sample copies of "Open Doors" are available from American Marketing Services, 610 Newbury St., Boston 15.

• The 1961 edition of "Agriculture Teachers Directory," including names and addresses of all vocational agriculture teachers in the U. S., priced at $5 per copy, has been published by and is available from **American Agricultural Services**, 120 E. Collin, Corsicana, Tex.

Ojibway Press Purchases Knit Goods Publishing Co.

Ojibway Press Inc., Duluth, a company formed recently for the purpose of acquiring a group of business publications and a book publishing company, has bought Knit Goods Publishing Co., New York, publisher of two monthly magazines—*Hosiery & Underwear Review* and *Lingerie Merchandising*. It was the first purchase for Ojibway.

The production, circulation, accounting and promotion departments of these publications will be moved to Ojibway headquarters in Duluth, and the sales and editorial offices will be moved June 1 to Ojibway offices in New York City at 250 Fifth Ave.

Devney-O'Connell Adds Station; Boosts Markey

KTOD, Corpus Christi, Tex., has appointed Devney-O'Connell as its national representative. Devney-O'Connell also represents KUNO, Spanish language station in Corpus Christi. KTOD, an English language music station, which had no former representative, will be offered to KUNO advertisers at a discount.

Devney-O'Connell has promoted John K. Markey from manager of its Chicago office to vp in charge of the midwestern office.

Roche, Eckhoff Adds Three

Roche, Eckhoff & Associates, Los Angeles, has been named to handle advertising for Weber Food Products Co., the Santa Barbara Miramar Hotel, and Pan Pacific Fisheries, Los Angeles, packer of tuna and cat food. The $50,000 Pan Fisheries account formerly was with Fritz & Associates.

'Star' Names Leonard

The *Washington Star* has appointed the Leonard Co., Miami Beach, as special Florida advertising representative. McAskill, Herman & Daley formerly handled the account.

Point the way to **better display...**

with **kleen-stik® pressure-sensitive**

TWO-SIDED TAPES

Instantly Convert Any Printed Piece Into A Complete, Self-Sticking P.O.P. Display

Versatile Kleen-Stik Transfer Tapes *get your selling points up* at the Point of Purchase the sure, easy way. *Preferred* by dealers because of their peel-and-press application — so *more displays* get used . . . do *more selling* for you. Economically applied by your printer as part of his process. Let moistureless, self-sticking Kleen-Stik displays point the way to bigger sales.

***Leading Advertisers Use* Kleen-Stik for 1001 P.O.P. Applications**

- Window Streamers
- Shelf Talkers
- 3-D Displays
- Slide-Stiks
- Flange Displays
- Package Stick-ons

. . . and many more

2 Types meet every need

- "D" Tape — multi-purpose economy tape for all light-weight uses
- Dubl-Stik — special heavy-duty adhesive holds heavier displays of cardboard, plastic, wood, etc.

See your regular printer, lithographer or silk screener . . . or write direct

kleen-stik®

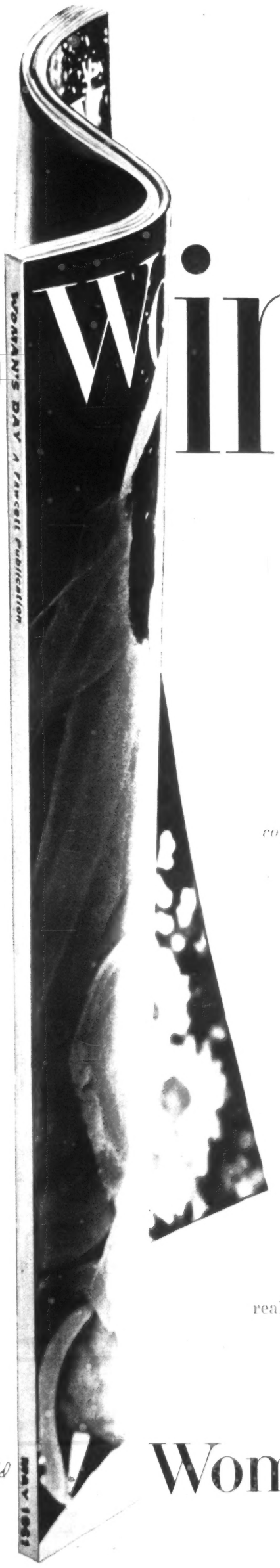
7300 West Wilson Avenue Chicago 31, Illinois

Plants in Chicago, Newark, Los Angeles, and Toronto, Canada

OVER 25 YEARS OF PRESSURE-SENSITIVE LEADERSHIP

Copyright Fawcett Publications, Inc., 1961

Keep in touch with the growing impact of Woman's Day



CIRCULATION GROWTH: Woman's Day circulation nearly *doubled* since 1958, jumping from 2,700,000 to the current 5,000,000. *Compare* the growth.

	JUNE '58—DEC. '60 CIRCULATION GROWTH
WOMAN'S DAY	2,345,270
McCALL'S	1,210,312
LADIES' HOME JOURNAL	855,016
GOOD HOUSEKEEPING	593,273

SINGLE COPY SALES: Woman's Day is all *single copy sales*. In fact, more single copy sales than McCall's, Ladies' Home Journal and Good Housekeeping *combined*—and by a margin of over *300,000 copies* each month.

	SINGLE COPY SALES
WOMAN'S DAY	5,051,066
McCALL'S	1,792,757
LADIES' HOME JOURNAL	1,814,943
GOOD HOUSEKEEPING	1,105,430

REGIONAL FLEXIBILITY: Woman's Day offers *nine* geographical editions for low cost, high penetration of selected markets.

The force of Realism in the woman's service field

HIGH AD READERSHIP: Woman's Day *consistently* outscores every major magazine for four-color ad readership. And in the woman's service field—

	AD READERSHIP—4 COLOR PAGES % NOTED	% READ MOST
WOMAN'S DAY	46	13
McCALL'S	39	8
LADIES' HOME JOURNAL	44	10
GOOD HOUSEKEEPING	35	8

SOURCE: STARCH ALNORM REPORT, 1960

LOW COST: Woman's Day delivers impact with *economy*—plus the biggest circulation bonus in woman's field the last 6 months.

	C/M 4 COLOR PG.	AVERAGE BONUS CIRCULATION
WOMAN'S DAY	4.23	701,065
McCALL'S	4.63	410,452
LADIES' HOME JOURNAL	4.81	400,415
GOOD HOUSEKEEPING	4.64	461,039

ABC CIRCULATION DEC. 31, 1960—RATES LAST 6 MOS. 1960

HIGH RESPONSE: Woman's Day readers really "Keep in Touch!" Since Woman's Day started in 1937, *8,964,649* letters were received containing *11,378,059* requests!

Woman's Day

A FAWCETT PUBLICATION

New Fels Container Bows

Fels & Co., Philadelphia, is using color newspaper ads and radio spots in Seattle to introduce a new plastic bottle and label design for Gentle Fels detergent. Regional introductions of the new container have been going on for about a year. Aitkin-Kynett Co., Philadelphia, is the agency.

LOW COST TYPESETTING
Cold type and photographic keyboard composition for—
CATALOGS: PRICE LISTS, PARTS, BOOKS, MANUALS, BROCHURES & PRESENTATIONS
Send for FREE catalog.
TYPECRAFTERS, Inc.
22 W. Madison—CEntral 6-8053

'Suburbia Today' Names Tyson

John K. Tyson, formerly an information specialist with the U.S. Army, has joined the sales staff of *Suburbia Today*, Chicago.

Basford Creates Ad Pre-Test Setup, DeWolf Tells AMA

NEW YORK, May 9—John W. DeWolf, vp and research director of G. M. Basford Co., emphasized the importance of pre-testing industrial advertising in a talk delivered here last week at an American Marketing Assn. conference.

Mr. DeWolf said Basford is working on ("and I hope that some day soon we will perfect it") a pre-testing method which would enable the agency to estimate noting and readership scores "in a more scientific manner than we do now."

"We know the elements that are important" in trying to estimate the interest score of an ad, Mr. DeWolf told AMA's sixth regional industrial research conference.

"First is the ability of the picture and the headline of an ad to convey some meaning at a glance. We call this the two-second test. Part of this is visual magnetism, part is clarity.

"Then there is the ability of what is conveyed in these two seconds to 'involve' the reader, to arouse his curiosity or interest.

"Finally, there is the question of believability. We had hoped we could work out this test using a tachistoscope, but we have reluctantly concluded that this won't work.

■ "We now believe something can be done with a stopwatch, an observer, and a set of questions. We're hopeful that we will soon have something that will work—and equally important—that it will be agreed to by account people, copy people, art directors, and clients."

Mr. DeWolf said he had no qualms whatsoever in saying that he knew how to measure and test industrial advertising. "Where I run into trouble is in trying to determine what to measure or what to test."

Daring to be "facetious," he added: "Most of the time an ad manager can keep on modifying his objectives, and I can keep on showing him how to measure advertising against the objectives he sets, until our conversation has become a completely meaningless exercise in semantics."

After a number of years in research, he said, he had learned finally one way of finding out what research was supposed to answer: "You simply ask, 'Who will do what with the information we uncover'?"

■ He said he believes that more advertising is ineffective because it is addressed to the wrong people than for any other reason.

"One of the ways, therefore, that we 'test' advertising at Basford is to ask—the account man or the client—whether we know exactly whom it is that we mean to be talking to. Unless we have actual names or titles and actual companies for at least three projects, the ad fails, and we recommend research."

As for knowing "how to reach your prospects," usually the media department knows the answer. "If they don't, then some kind of media study is in order."

However, he added, "As a general rule, media studies are not worth their cost. If a good media man can't be sure which is the best book to reach the audience, there probably isn't enough difference between the best book and the second best book to justify the cost of the study.

"However, there are some exceptions to this—and where these exceptions occur, we recommend a magazine readership study." Basford has a readership study "in the mail right now for Texaco," he added.

■ A third Basford test was to ask the account man and the client whether they were sure their selling story began at the right level.

The final test was the simple request to see the advertising objective in writing. "I'd like to say we do this on every account. Unfortunately, we don't, but our president does ask to see written advertising objectives often enough so that most account men have learned to work out these objectives and put them down in writing."

Mr. DeWolf emphasized that to his thinking, the preparation and pre-testing of ads was the critical area, rather than post-testing. "I am sure that far more advertising is ineffective because it is talking to the wrong person, or because it appears in the wrong magazine, or because it says the wrong thing, than because of any faults in advertising technique."

■ He suggested, as a rule of thumb, that for every 1% of an ad budget spent on research, "you have an opportunity to increase the effectiveness of your advertising by about 25%." Undoubtedly, there is a top limit—perhaps 5%—beyond which efficiency cannot be expected to increase at the same rate. "However, I've seen companies spend 1%, 2% and close to 3% in checking the effectiveness of their advertising—and I'd say the increases in effectiveness are in the neighborhood of 25%, 50% and 75%."

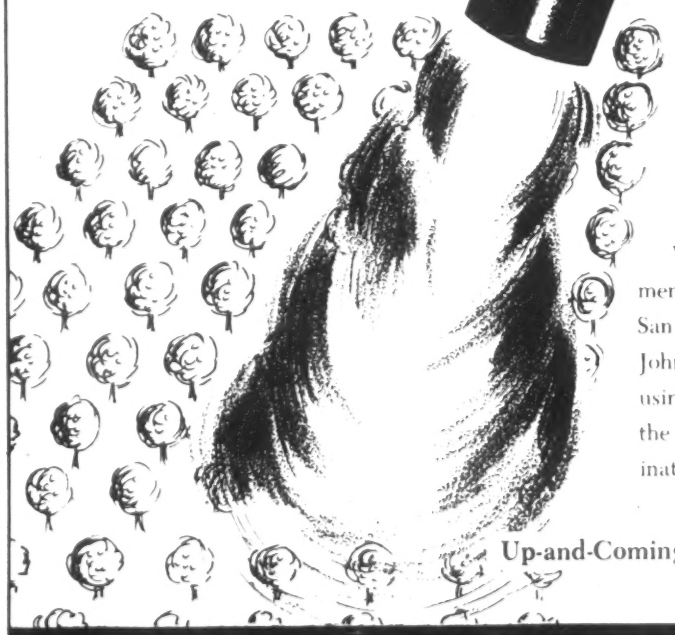
Put another way, he said, "If you would devote, say, 4% of your advertising budget to research, you would probably about double the effectiveness of the remaining 96% of your budget. For my money, that's a pretty good bargain." #

From Prunes to Polaris...

Quality People and Products Spell Spectacular Growth For Metropolitan San Jose!

Prunes and Polaris—typical of Metropolitan San Jose's balanced surging economy. Prunes because, along with other agricultural products, they represent a $93,000,000 return, 22nd in the nation. Polaris, because it symbolizes the new space-oriented industries clustered in the San Jose area and their thousands of skilled, highly-paid technicians, backbone of an up-and-coming billion-dollar market.

Since 1951, over $400 million has been spent for manufacturing plants, a big reason why an average of 236,800 held jobs during the first three months of 1961, up 20,000 – or 9.7% – over 1960!



With population, employment and retail sales all rising, San Jose spells sales! Ask Ridder-Johns how you can profit by using the Mercury and News, the only newspapers which dominate Metro San Jose!

Up-and-Coming Billion Dollar Market

You **COVER** *San Jose* **ONLY** *With*

Mercury and News

Represented Nationally by Ridder-Johns, Inc.

Member, Metro Sunday Comic Network and Parade

WAVE-TV sells 28.8% more Soft Drinks and Confections

– to 28.8% more men, women, teenagers and children!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

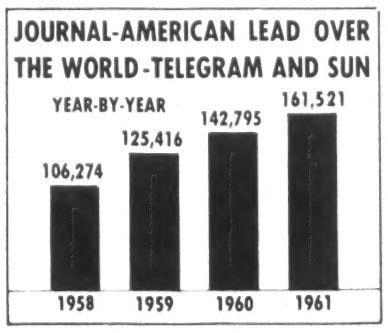
CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

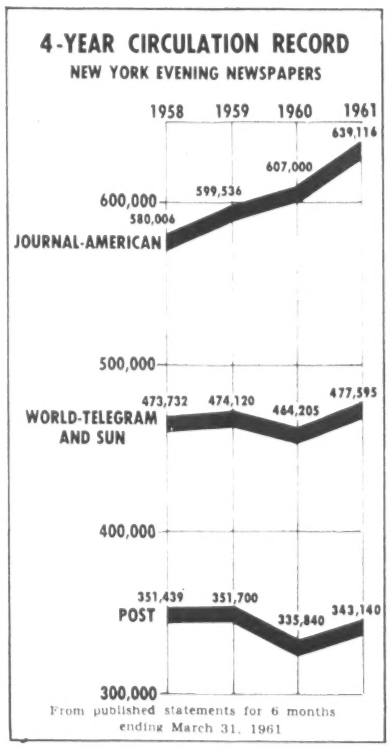
THE GAP WIDENS!

With over 639,000 circulation, the New York Journal-American now leads the World-Telegram & Sun by 160,000 and the Post by over 295,000

Year by year by year, the gap grows wider . . .

Latest evening circulation figures show that the New York Journal-American was UP 30,000 over the same period of last year—over twice the gain of the second evening paper. Chart at the right shows how the Journal-American has widened the gap in the New York evening field during the past four years. Chart below shows how the Journal-American's lead over the second evening paper is increasing year by year.





Why more and more of New York's higher-income families are switching to the Journal-American . . .

Journal-American circulation gains are the direct result of a consistent program of product improvement. During the past four years, the Journal-American has been expanded and improved in every department by the addition of great new writers, outstanding columns and many new features—all with whole-family appeal.

The Journal-American has by far the largest number of service features with special interest for women.

In addition to comprehensive coverage of local, national and world events, it provides top notch sports pages and an up-to-the-minute business section with complete stock tables.

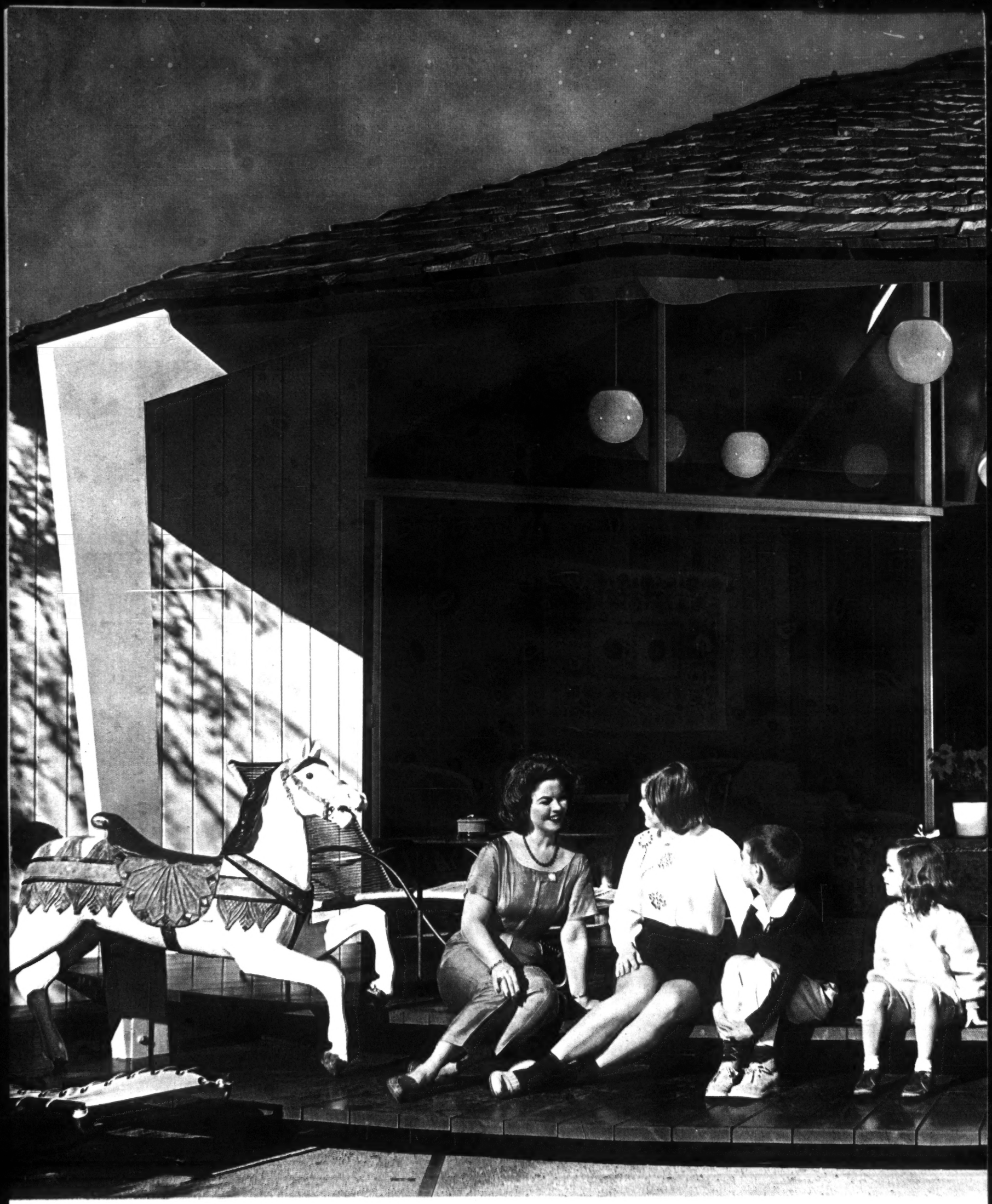
The New York reading public's appreciation of a better product accounts for this newspaper's circulation gains among middle and upper-income families. The latest research data shows that the Journal-American reaches a fast-growing quality market.

NEW YORK Journal American

Represented Nationally by Hearst Advertising Service Inc.

GET THE FACTS

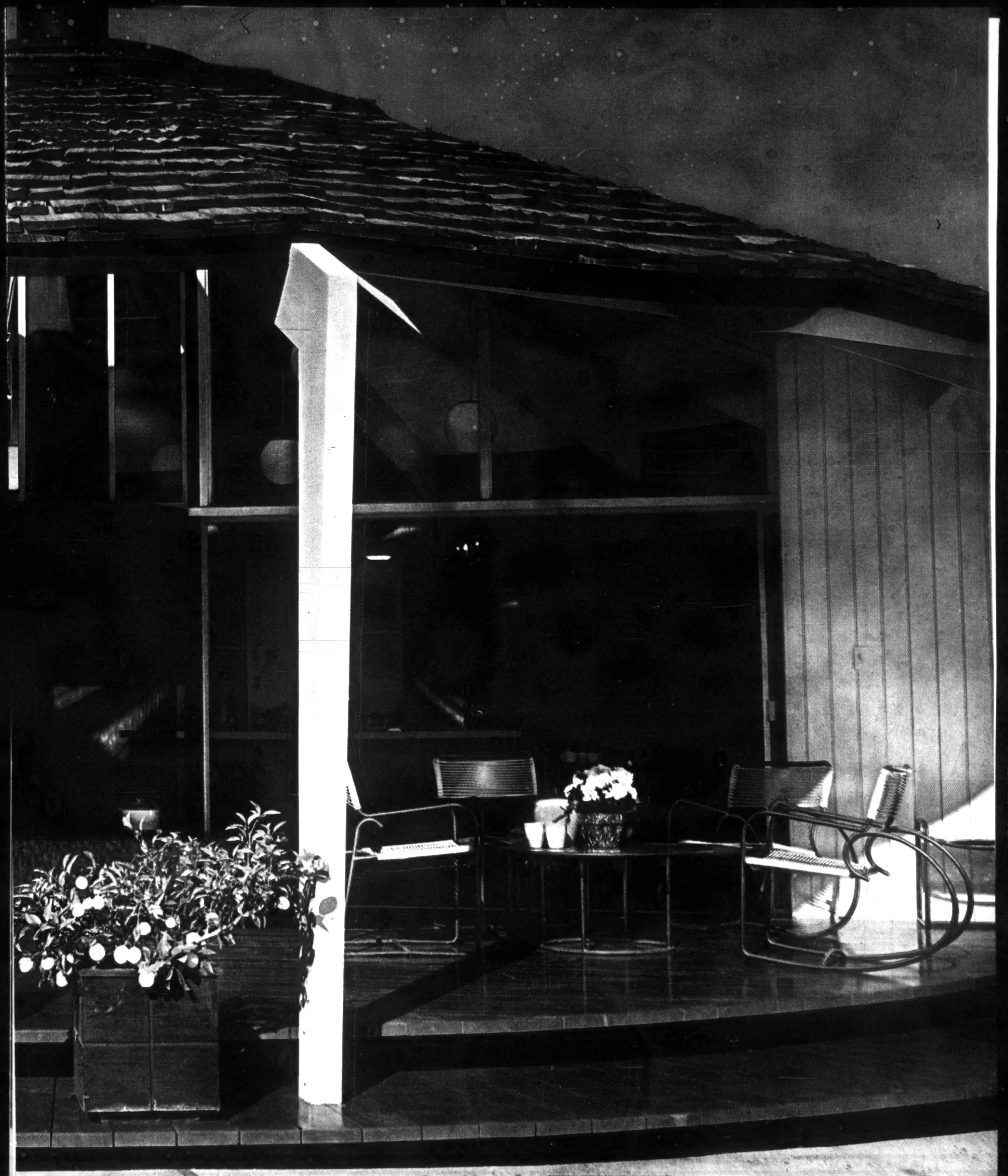
Projections of "Profile of the Millions" to present day newspaper circulations and New York market conditions offer a wealth of priceless information. Ask your HAS man for a copy.



the well-rounded American Home

Yes, that is Shirley Temple. No, American Home is not turning into a movie-fan magazine. For this Shirley Temple is not the film personality, but a bright young suburban mother with exceptionally creative ideas about building and decorating. And she shares them with other enterprising young suburbanites in the pages of American Home.

Personality features are fine. But our 12,250,000 readers expect cover-to-cover home service from American Home. They expect ideas – lots of them, and good ones – about building, meal planning, decorating, remodeling, gar-



dening. They expect thorough and down-to-earth advice on basic home-owner problems – and get it, because American Home is edited by young, enthusiastic householders for young, enthusiastic householders.

American Home gives its readers more pages of home service features than any other mass magazine – 15% more than its nearest competitor. And only American Home makes such a glamorous to-do over every page. Hop right into the exciting whirl of the well-rounded, well-grounded American Home and catch the brass ring. It's the happy medium for advertisers!

AMERICAN
HOME

CARROUSEL-SHAPED POOL HOUSE
AS SEEN IN AMERICAN HOME

THE MOST EXCITING THING THAT'S EVER
HAPPENED TO HOME SERVICE MAGAZINES

WIN THE BIG ONES

UPI

How he won the big ones

Don Budge smashes his way to the 1937 Wimbledon finals where he defeated Baron Von Cramm... the year before his great Grand Slam of Tennis.

Concentrate where it counts, in the "A" markets ...where 45% of supermarket sales are made

In these *big* rich, decision-making markets and contiguous counties, American Weekly concentrates 86% of its circulation...and works better... more efficiently...more effectively than does any other magazine. Where network TV and national magazines "thin-out", American Weekly "thicks-in".

The American Weekly

"OVER 1,472,000 READER RESPONSES IN ONE YEAR"

THE AMERICAN WEEKLY · BEST READ SUNDAY MAGAZINE · 65TH YEAR 1896-1961

NON-AEROSOL—*Glamorene Inc. is marketing a new "economy twin-pak" of its Instant Spray Starch. Lane-Pender designed the package and outer sleeve.*

Glamorene Uses Spot Radio, TV in Spray Starch Debut

CLIFTON, N. J., May 9—Glamorene Inc. will spend about $400,000 to introduce its new instant spray starch over spot radio and tv in all prime markets.

The company hopes to achieve distribution of the new product within six to eight weeks, mostly in supermarkets. When about half the supermarket chains in each market take on its spray starch, Glamorene will begin a 13-week daytime spot radio campaign. A company spokesman said Glamorene hopes to line up distribution in the New York area within another week.

Following the spot radio campaign, Glamorene will nail down product identification with a spot tv push, perhaps along with spot radio. The company believes that once the new starch has been established, tv will be a more effective medium than radio.

■ In its research for the instant starch, Glamorene discovered that most people go back to their regular starch after trying an aerosol-type product. The reason for this, a company official explained, is that the aerosol package is too expensive, and that two out of ten aerosols clog.

The company feels it has solved this problem by providing customers with a separate sprayer in an "economy twin-pak." Glamorene says the use of the sprayer instead of an aerosol package allows the company to market two 15 oz. packages for the price of one.

Riedl & Freede, Clifton, is the agency. #

Meacham Elected Club Head

Robert R. Meacham, art director, Cabell Eanes Inc., has been elected president of the Art Directors Club of Richmond. Other new officers include Charlie C. Martin, art director, Eastern Advertising Agency, vp; Ronald L. Seichrist, A. H. Robins Co., secretary; and Robert A. Stratton, art director, Presbyterian Board of Christian Education, treasurer.

DCS&S Boosts Winchester

Charles A. Winchester, vp and account executive of Doherty, Clifford, Steers & Shenfield, New York, has been named vp and supervisor of the agency's television and radio activities. His appointment follows the departure from the agency of Stanley J. Quinn Jr. as vp in charge of tv and radio programming and production.

Home State Gets Circulation of 'Weekly Star Farmer'

Home State Farm Publications, Cleveland, has acquired the circulation of the *Weekly Star Farmer* from Kansas City Star Co. The 70-year-old *Star Farmer* will cease publication with the May 24 issue, according to James Milholland Jr., president of Home State. Its circulation of 360,000 will be consolidated with Home State's *Missouri Ruralist* or the *Kansas Farmer*, with the subscriber given his choice. The amount involved in the transaction was not disclosed.

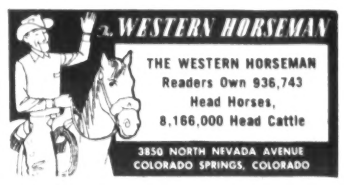
Home State also publishes state farm papers in Ohio, Pennsylvania, Michigan, Indiana, Kentucky and Tennessee. The *Weekly Star Farmer* was founded by William R. Nelson, publisher of the *Kansas City Star*, in March, 1890.

35 AAW Members Boost Dues

More than 35 company members of the Advertising Assn. of the West have voluntarily increased their annual dues in order to broaden the scope of AAW's activities. It also was announced that McNaughton-Laub, Tidewater Oil and Van de Kamp's Bakeries, all of Los Angeles, have become company members.

Shopper Rate Guide Out

A 1961 rate and data guide, which also lists trading zones, mechanical requirements, and circulations of free shopping guides and newspapers which are members of the National Assn. of Advertising Publishers, has been offered at $1 a copy. It may be ordered by writing to the association at Box 29, Berlin, Wis.



LET'S IT..... by Volpe

"GOING MY WAY"—was the motion picture that won this man-of-many talents his proudest achievement, the highly coveted Academy Award. WHO is he?*

WHEN YOU FACE THIS FACT – YOU'LL GO OUR WAY

The Herald-Express is the largest evening newspaper in Western America. Because it is the recognized leader, it is as plain as the nose on this famous man's face that this newspaper reaches the homes and pocketbooks of MORE people in wealthy Los Angeles County than any other daily in its field.

How big is the Herald-Express market? The annual retail expenditures of this newspaper's reader families—76.7% unduplicated by any other metropolitan daily — totals more than $1,731,154,000. That's $210,928,000 MORE than the total retail sales of the entire city of Cleveland!

SOURCES: Sales Management 1960 Survey of Buying Power. Top Ten Brands Survey. Publishers' Statements 6 mos. ending Sept. 30, 1960.

Los Angeles Evening

HERALD-EXPRESS

Largest Evening Newspaper in the West

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

*Bing Crosby

Minneapolis Adclub Elects

Fred R. Jones, vp, John W. Forney Inc., has been elected president of the Advertising Club of Minneapolis. Other new officers include Laurie L. Cavanaugh, promotion director, *Minneapolis Star* and *Tribune*, 1st vp; Robert F. Calrow, assistant vp, Minneapolis Gas Co., 2nd vp; Thomas B. Kilbride, account executive, Knox Reeves Advertising, 3rd vp; Wilfred E. Lingren, advertising director, Miller Publishing Co., secretary; and Jon Bjornson, advertising director, Northwestern National Bank, treasurer.

Publishers!
SYNDICATED PUBLICATIONS
OUR PRINTING SPECIALTY
. . . has been since 1898!
If you require Syndicated Publications, brochures or similar mailing pieces with name, address—and ads imprinted—call George Rosenberg, Canal 6-6782 or write
Publication Printers
295 Lafayette St., New York 12, N.Y.

The man from Cunningham & Walsh

Getting answers. Do cosmetic displays try to do too much? What are pharmacists doing to compete with supermarkets? Ask Nick Pappas, a Cunningham & Walsh art director. By working in-store, frequently C&W men develop a retail-mindedness that results in sales-getting advertising for the clients of Cunningham & Walsh Inc. MU 3-4900. Offices in: New York, Chicago, Houston, Los Angeles, San Francisco.

Diversification Is Goal of Move to Buy GOA: Gamble

Gamble-Skogmo Exec Hits 'Non-Notification'; Needed Buyer's Name: Robbins

CHICAGO, May 9—Following official confirmation yesterday by Gamble-Skogmo Inc., Minneapolis wholesale-retail merchandising company, that it was behind an offer to buy 470,000 shares of General Outdoor Advertising Co. stock (AA, May 8), more controversy erupted.

B. C. Gamble, president of Gamble-Skogmo, yesterday charged that the GOA management has failed to notify its stockholders of his company's offer through Allen & Co., New York stock broker, to buy 470,000 shares of GOA stock at $40 a share—a price considerably above normal market levels.

"It is regrettable that the offer has not been communicated to the hundreds of small shareholders in General Outdoor, so that they could have the same opportunity of taking advantage of this offer as the few large holders," Mr. Gamble said. "It was my explicit wish that all stockholders be treated equally and fairly, and it is unfortunate that General Outdoor's management has thus far withheld this offer from them."

■ In commenting on the offer, Mr. Gamble said that the proposed purchase of the GOA shares was being made in line with his company's program of diversification and expansion.

"Over and above our highly successful wholesale-retail merchandising operation in 20 midwestern states and Canada, our company for many years has made the practice of diversifying its holdings in a variety of other enterprises," Mr. Gamble said.

"While return from such holdings has been an important consideration, the prospect and potentiality for growth have been given particular weight in our decisions. This policy has been beneficial to the company and its stockholders. In our opinion, investment in General Outdoor would offer another such opportunity," Mr. Gamble said.

■ In rebuttal to Mr. Gamble's charges, Burr Robbins, president of GOA, told ADVERTISING AGE that "we have notified all the stockholders about the offer in a letter which went out May 4. However, management would not have considered sending the Allen & Co. letter of transmittal itself without the full facts—the name of the buyer," Mr. Robbins said.

B. C. Gamble

Burr Robbins

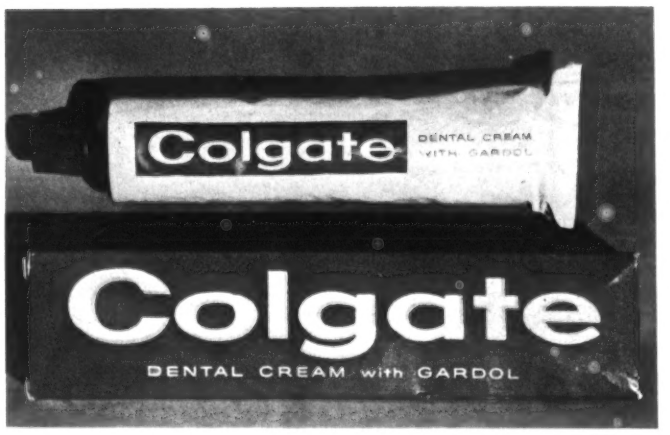
"Upon learning that Gamble-Skogmo was the buyer, we wired Allen & Co. to send 5,000 copies of the letter of transmittal for us to send to GOA stockholders," Mr. Robbins added.

■ Things have been in turmoil at GOA since May 1, when Allen & Co. ran ads in the financial sections of several metropolitan newspapers seeking to buy 470,000 shares of GOA stock at $40 a share. It could not be learned definitely last week who was behind the offer, although AA reported that Gamble-Skogmo was thought to be the prospective buyer.

■ Gamble-Skogmo first entered the outdoor advertising field last year, when it purchased 72% of the stock of Walker & Co., Detroit, through an associate company, Marshall-Wells Investment Ltd., Winnipeg (AA, Dec. 12, '60). Rather than run the Walker operation itself, however, Gamble-Skogmo awarded a five-year contract to manage Walker to Naegele Outdoor Advertising Co.

At a meeting of Gamble-Skogmo stockholders last month, Mr. Gamble said, in answer to a question, that he hoped the Walker & Co. operation would be sold this year at a profit. Gamble-Skogmo told AA today, however, that currently there is no prospective buyer for Walker, and that the Gamble company is not actively trying to sell the Detroit outdoor company.

■ Gamble-Skogmo also said that no arrangement has been made with the Naegele company as far as GOA is concerned. If Gamble-Skogmo is successful in buying the 470,000 shares of GOA stock, it would be the largest single stockholder and would control more than 33% of the GOA stock. #



TESTING?—*Colgate-Palmolive Co. periodically tests new packaging for its best-selling product. This package and tube now has limited outside distribution.*

Gamble-Skogmo Grew to Major Marketer From 1925 Beginnings in Minnesota

MINNEAPOLIS, May 10—Gamble-Skogmo Inc. was founded in 1925 by Bertin C. Gamble and the late Phil Skogmo in St. Cloud, Minn.

The wholesale-retail merchandising giant reported record sales and earnings in 1960. Sales hit $143,369,286, up slightly over 1959 sales of $143,123,142. Earnings last year amounted to $19,148,655—an impressive increase over '59 earnings of $6,209,905.

Gamble-Skogmo sells furniture and home furnishings, appliances, hardware, sporting goods, paints and soft goods. These are sold through 2,378 retail outlets (381 are company-owned) in 20 midwestern states in the U.S., and through Macleod's Ltd., a wholly owned subsidiary, which serves five Canadian provinces, from Ontario to British Columbia.

■ The company carries national brands of hardware, housewares and sporting goods, and markets its own brands of appliances and other items.

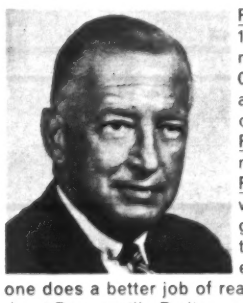
Gamble-Skogmo made news last year when it sold its interest in Western Auto Supply Co., Kansas City, in compliance with anti-trust action initiated by the Justice Department (AA, Aug. 1, '60). Gamble-Skogmo, which bought the Western Auto stock for $23,838,796 in August, 1958, sold it last year for more than $45,000,000 to Beneficial Finance Co.

Lundy Buys 'Market News'

Lundy News Service Inc., Chicago, has acquired all publishing rights and certain other assets of the *Chicago Market News* from Irving-Cloud Publishing Co., Lincolnwood, Ill. *Chicago Market News* is an independent trade newspaper published semi-annually at the time of the international home furnishings markets in Chicago. Oscar Lundy, the new publisher and editor of the newspaper, will move his offices from the American Furniture Mart to the Merchandise Mart.

In NASHVILLE You Sell the Negro only if you Buy WVOL . . . Rounsaville Radio

In expanding Nashville 124,000 Negroes spend $82,400,000.00 annually on consumer goods. Metropolitan Nashville is 31.4% Negro. It's definitely a big spending market! And you reach them only with Rounsaville Radio's WVOL—only all Negro-Programmed station in Nashville. Top rated by both Pulse and Hooper (as are *all* Rounsaville Stations!) Call or write today for the full story on WVOL, and the entire Rounsaville Chain. Represented nationally by John E. Pearson, in the Southeast by Dora-Clayton.



Rounsaville Radio reaches 1,433,915 Negroes in six major markets with $824,000,000.00 annual spendable income. A proper part of your budget must go to Rounsaville Radio or you miss this growing market. Rounsaville Radio speaks with believability, programming exclusively to the Negro with Negro talent and personalities. No one does a better job of reaching the Negro than we do at Rounsaville Radio.

HAROLD F. WALKER—V.P. & Nat'l Sales Mgr.

Sell the Negro in These Six Big Markets . . . With Rounsaville Radio

buy one or all—discounts with two or more!

WCIN—CINCINNATI. 5000 watts. Reaches 170,000 Negroes, who spend $140,528,670 annually

WLOU—LOUISVILLE. 5000 watts. Reaches 158,000 Negroes, who spend $127,405,400 annually

WVOL—NASHVILLE. 5000 watts. Reaches 124,000 Negroes who spend $82,400,000 annually

WYLD—NEW ORLEANS. 1000 watts. Reaches 294,700 Negroes, who spend $218,483,000 annually

WTMP—TAMPA-ST. PETERSBURG. 5000 watts. Reaches 129,000 Negroes, who spend $66,180,620 annually

KRZY—DALLAS-FT. WORTH. 500 watts. 730 on the dial. Reaches over 350,000 Negroes who spend 80% of income on consumer goods

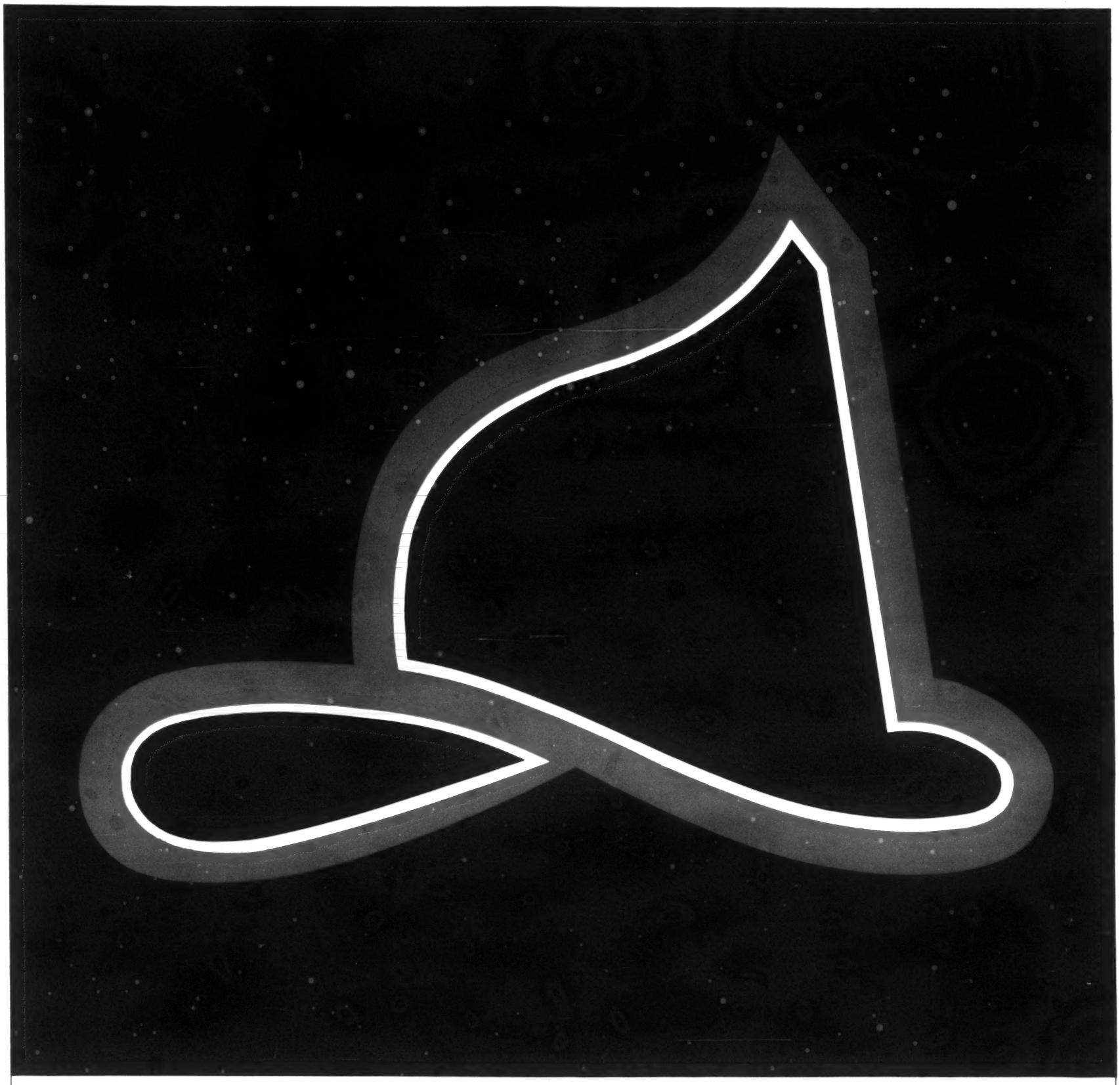
FIRST U.S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN 6 BIG MARKETS

ROUNSAVILLE RADIO

ROUNSAVILLE RADIO STATIONS

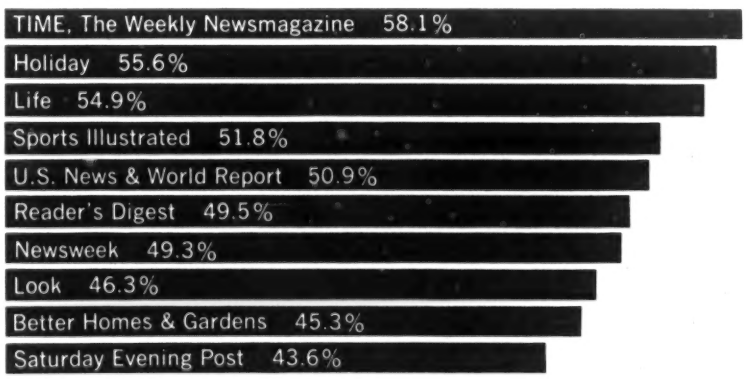
3220 PEACHTREE RD., N.E. • ATLANTA 5, GEORGIA
Phone CEdar 1-3000

ROBERT W. ROUNSAVILLE, Owner-President
HAROLD F. WALKER, V.P. & Nat'l Sales Mgr.
JOHN E. PEARSON CO., Nat'l. Rep.
DORA-CLAYTON, Southeastern Rep.



TIME is the shape of the market for fire insurance

Circulation concentration in top 100 counties for fire and extended coverage insurance premiums



Sources: The Spectator (County Patterns of Insurance Sales, 2nd Edition) and latest available publishers' reports—TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U. S. News & World Report (3/28/58) • Reader's Digest (April 1959) • Newsweek (3/23/59) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59).

In the 100 U.S. counties that account for half of all premium payments for fire insurance, TIME concentrates more of its circulation than does any other magazine of more than half a million. Over 80% of TIME families own fire and casualty insurance with an average value of $19,588—evidence that in TIME you reach people of property.

TIME

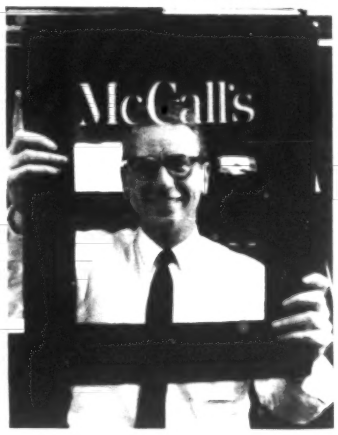
TIME . . . TO REACH 2,550,000 TOP-OF-THE-MARKET FAMILIES

Storch, Art Director of the Year, Happy as 'McCall's' 'Director of Day'

NEW YORK, May 9—When Otto Storch of *McCall's* was named Art Director of the Year by the National Society of Art Directors (AA, April 24), he responded with his typical shy humor:

"With the pressures in magazine work," he said, "I sometimes am surprised that at *McCall's* I am even art director of the day . . . And now every time I sit down at my drawing board in New York, that fellow Mayes I work with is going to look over my shoulder and say, 'Art director of the year, my eye—I wouldn't put that layout in a high school yearbook'."

Mr. Storch, a gentle, dedicated man, with one of the warmest smiles in New York, is often credited with starting a new look for magazines—and subsequently for some advertising—built around the big, beautiful color layout.



Otto Storch

■ But in an interview with ADVERTISING AGE, he said he didn't "even think that big pictures are terribly important. We did it because it fit our page and solved our problem. The same is true of color. We like to use it because it represents things most exactly, which is important for our service departments."

The main thing, however, is not a big photo or a big splash of color, he stressed. "The main thing is to approach each problem differently, to realize that everything you do presents a different problem and demands a different solution. A great deal of advertising reflects this now," he said. "More advertisers are solving their own problems now, rather than just following a general format, as they did a few years ago.

"Today there is more creativity in all print, although some people are trying to make 'creativity' a dirty word. But without it, things would be pretty dull."

He noted approvingly that several magazines were restyling their formats. "Everything in our world is constantly changing, so the way we communicate with people must keep changing too." He wouldn't predict what changes were in store for magazines in the next few years, but said, "I know they'll change."

■ In his own work, Mr. Storch's aim is to inform readers and entertain them at the same time. "By 'entertain,' I don't mean just being funny, but having pages interesting enough for the reader to participate."

Fundamentally, he believes that editorial material should dictate its own handling. A story must always look like what it is—both in art and in layout. For example, a fashion story should spotlight the clothes, not the background, however attractive it may be.

As for the question, whether photographs or illustrations are better for fiction, he believes the public prefers illustrations because they reflect the fact that the characters described are unreal and the situations dramatized. But for *McCall's* service departments, photographs are used because, he said, "We want to show things exactly as they are."

■ However, Mr. Storch is not one to believe in restrictions. "I feel they are mostly self-imposed." Asked for an example, he said that formerly at *McCall's*, food always had to be shown as it was served at the table. "Now our idea is to

Each dollar you invest in the Digest lets you *double your*

663 per dollar in Digest

389 per dollar in Look

337 per dollar in Post

324 per dollar in Life

Costs Less— Does More

An analysis of keyed coupon returns covering ten food and transportation advertisers using The New York Mirror one other morning paper and three evening papers gives this result:

The Mirror space cost 16.8% of the total invested. But The Mirror produced 21.3% of the total returns — twice as many as any one of the evening papers.

Make The Mirror a MUST!

show it at its peak of appetite appeal—and that can be raw or cooked. In an article on roast beef, we'll show the whole cut of beef, rather than a slice."

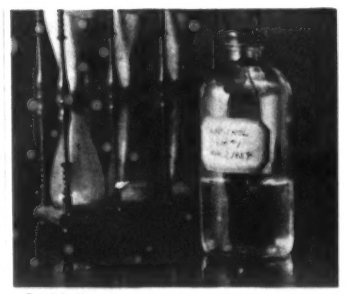
Asked what advice he'd proffer to art students, he said he'd recommend something that he didn't do: "Go to college and get a formal education as well as an art education." Editorial or advertising experience are both good for a beginner, he said. "The important thing at the beginning is to get as much and as varied experience as possible," he added.

Mr. Storch's own experience includes study at Pratt Institute, the Art Students League and the New School for Social Research. Prior to joining *McCall's*, he was art director at Dell Publishing Co. and *Better Living*, and a freelance designer for Time Inc., Juilliard Woolens, RCA Victor records, Bond clothes and Hallmark Cards. He joined *McCall's* in 1953 as assistant art director, and the next year became its art director.

■ What does he do after hours? "Usually I stay here," he said. He arrives at the office about 9:45 and leaves "when we're finished—about 8 or 9 p.m." Then he commutes one hour and 15 minutes to his home, wife and son in Pines Lake, N. J. There he does "a lot of sailing and swimming" and in the winter switches to skiing and ice skating—"although this winter I didn't get in any skiing at all." #

Haughton Adds One

Haughton Advertising Agency, Philadelphia, has been named to handle advertising for Intercontinental Food Laboratories, Philadelphia. The food wholesaler will introduce a new product called Tender-Lee meat tenderizer, in the Philadelphia market in September, backed by radio and tv spots and newspaper ads. The company plans to spend "in the vicinity of $35,000" to introduce Tender-Lee.



7-year test proves
DADE controls remain stable

scientific products
DIVISION OF AMERICAN HOSPITAL SUPPLY CORPORATION

SYMBOL—*An ancient Arab hourglass found a modern use in a Scientific Products ad in May Journal of Laboratory & Clinical Medicine.*

Sands Were Running Out as Franz Shop Located Hourglass

CHICAGO, May 9—"You look, look and look everywhere, and finally throw up your hands in disgust. And then you find exactly what you were looking for in practically your own front yard in a priceless collection that had been available to you all the time."

That's what happened when Alex T. Franz Inc., Chicago agency, decided to use an authentic antique hourglass to dramatize the stability of Dade Lab-trol in an ad for Scientific Products division of American Hospital Supply Corp., James F. Mitchel, Franz account executive, said.

After searching ten antique shops, two antique wholesalers and importers, three stores, an art gallery and three museums, the agency discovered a symbol of agelessness in the world-famous collection of ancient scientific instruments at Chicago's Adler Planetarium & Astronomical Museum.

The Adler collection contained a multiple hourglass, constructed in Arabia in the 1600s, that was just right for the ad, Mr. Mitchel said. #

chances-to-sell women's hosiery

Apparel marketers use Reader's Digest to reach their best prospects millions of extra times

Every time an advertisement is looked at, it has a *chance-to-sell*. And there are huge differences in the numbers of *chances-to-sell* that an advertisement gets in leading magazines, according to nationwide research by Alfred Politz. For example, note the typical two-to-one spread in *chances-to-sell* to recent buyers of women's hosiery:

In the Digest	28,833,000
In Look	16,276,000
In Life	15,259,000
In the Post	14,903,000

The number of these *chances-to-sell* to hosiery buyers that you get *per dollar* with a 4-color page is illustrated at the left.

And Digest readers are *top-quality prospects* for all types of apparel

A typical Digest issue is read by:

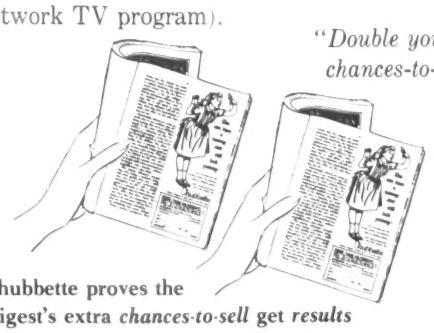
- Nearly 4 out of every 10 people in the upper-income third of the country.
- 3 out of 10 recent buyers of women's dresses or blouses . . . and also 3 out of 10 recent buyers of men's suits, slacks or dress shirts.

Whatever product you market, be sure you know your *chances-to-sell* to your own *best prospects*.

What about TV? Because TV audiences have not been measured accurately for proven prospects for specific kinds of products, comparisons must be based on *chances-to-sell* to the *entire* audience.

On this basis, a 4-color Digest page gives you 60,947,000 *chances-to-sell*, or 1401 per dollar. TV provides only 17,419,000, or 613 per dollar (with a commercial minute on the average nighttime network TV program).

"Double your chances-to-sell"



Chubbette proves the Digest's extra *chances-to-sell* get *results*

This famous manufacturer of girls' dresses ran a ½-page, 2-color ad in the Digest offering a catalog. Chubbette reports: "This brought us the biggest coupon response we have ever received. We got more replies than when we used *all 3* leading women's magazines at once. And sales increased 31%."

People have faith in
Reader's Digest

KSLA TV
TEXAS ARKANSAS LOUISIANA
SHREVEPORT

HARRINGTON, RIGHTER & PARSONS, INC.
national representatives

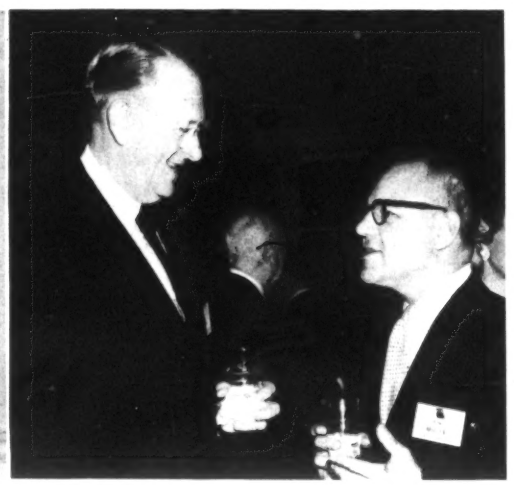
R·O·L proves that you can break the laxity habit!

Just mail Reply-O-Letters before retiring. While you rest, Reply-O-Letter's gentle persuasion goes to work . . . quickly, effectively. Immediately your sales curve begins to climb. Your direct mail results have increased 30% to 50%. Reply-O-Letter's Built-In, pre-signed reply card and expert sales lettermanship go to work instantly. No more lax prospects – Reply-O-Letter gives you fast, active, lasting results. Send for your free Reply-O-Letter booklet, complete with case histories, today . . . and feel good again.

THE LETTER WITH THE BUILT IN REPLY

REPLY-O-LETTER
6 Central Park West
New York 23

Butler Babcock



Schaefer Miller

VIS A VIS—*The annual spring meeting of the Magazine Publishers Assn. in White Sulphur Springs, W.Va., brought together William J. Butler, F. S. Moseley, New York investment banker; Richard Babcock, Farm Journal; O. G. Schaefer, Meredith Publishing Co.; Don Miller, Scientific American.*

One of Intaglio's first employees, Edward Schurmann, stands at the entrance of the Long Island City plant on the day of his retirement in 1958. A photographer, he joined the company just after it was formed in 1936.

Silver anniversary with golden opportunities!

In September, 1936, Intaglio Service Corporation was founded with an idea and an inspiration, to create a service for gravure.

For the first time in history, Intaglio supplied duplicate positives of the same advertisement to different printers at the same time...making it possible for an advertiser to run one ad simultaneously in a number of cities...with a tremendous improvement in uniformity and quality!

Intaglio has since continually scored famous firsts.

In the 1930's, Intaglio brought craft skills to publications, advertisers, and agencies...with the News-Dultgen license, adapted and refined the commercial duplication of positives...pre-proofed positives in place of trial runs . . . and pioneered cylinder engraving for packaging printers.

During the 40's, Intaglio led in color separation techniques and color process packaging development . . . perfected the 3-point register system, color correction, and stripping methods.

In the 1950's, Intaglio successfully spearheaded four-color preprints for newspapers; coordinated the activities of publishers, printers, and agencies in the emergence of this new and spectacular means of advertising.

Intaglio provided research leadership, co-founded the two outstanding organizations, Gravure Research, Inc., and the Gravure Technical Association.

In these years, Intaglio has grown from a staff of three in a studio to our 500 highly skilled craftsmen (35% with us 10 years or longer), five plants, eight offices! At its silver anniversary, Intaglio offers new golden opportunities in gravure!

Intaglio SERVICE CORP.

Intaglio Service CORPORATION

America's First Gravure Servicers

305 East 46th St., New York—731 Plymouth Court, Chicago—40 Hague Ave., Detroit—1828 Lewis Tower Bldg., Philadelphia—126 West McMicken Ave., Cincinnati—1932 Hyperion Ave., Los Angeles—544 Market St., San Francisco

Form Sales Force to Act Before Media Decision, MPA Told

(Continued from Page 1)

needs, he said. "It is considering the total problem of the advertiser that characterizes this pre-decision field."

■ Parts of his prepared text were omitted in delivery by Mr. Stanford because of lack of time. In one omitted part he suggested that the page exposure concept of magazine reader accounting could be another "tool" if magazines would stop fighting each other with it and "put the data in a form where no one individual magazine could be broken out and where the really brilliant idea at the heart of it could be released to go to work for all magazines."

In another omitted section, Mr. Stanford pointed out that newspapers currently are aiming at selling 132 target accounts with potential appropriations of $200,000,000. He added that a similar setup in the magazine industry would make for "a better kind of selling than imprisoning 50 advertising guys for an hour after lunch to listen to the general virtues of magazines." Such lunches, he said, attract "youngsters who want to eat free, account men with nothing to do, or guys who are a salesman's friends and who don't want to offend the salesman by saying no."

■ Mr. Stanford did get to say that "magazines sound like a medium that is far from secondary" because of today's "reading explosion," which has seen circulations outstrip population growth. He also saw opportunity for magazines in declining television audiences.

"There has long been a roseate spotlight automatically turned on anything statistical concerning tv. In this stage lighting some of the most amazing statistical license has been practiced that the advertising world has ever seen. There is an increasing feeling today that tv audience figures may have been overstated," he said. #

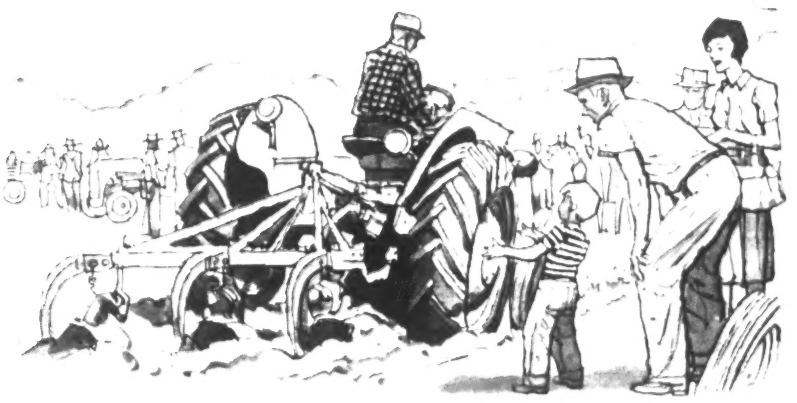
'Popular Science' Hikes Rates

Popular Science, New York, has announced that it will increase its one-time b&w page rate from $3,280 to $3,445 with the October issue. The circulation base will remain at 1,250,000, the magazine said.

'Modern Bride' Adds One

John William Harrison has joined *Modern Bride*, New York, as advertising representative for the middle Atlantic states. Mr. Harrison previously was with the Superior Meter division of Neptune Meter Co., Brooklyn.

Ego involvement? Heck, yes!



There are gentlemen farmers. Part time farmers. Armchair farmers. But if your life, your capital, your credit, your success, and your family's future are involved in the operation of a farm, you are not academic, aloof, or absent minded about farming! You live with your business. Your errors and omissions are obvious every day—to you, your wife, and your neighbors.

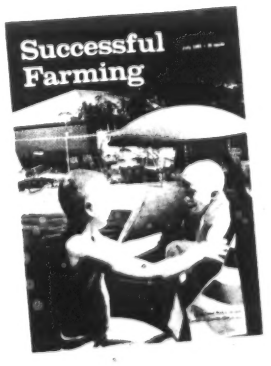
And if you are a quantity producer of corn, wheat, soybeans, beef, pork or milk, SUCCESSFUL FARMING comes close to being your bible. You need it to get the most out of every acre, every cubic foot of building, every hour of daylight, every dollar of investment. You need it to plan your production, to gauge your markets. You don't just read it; you study it, file it and refer to it again. Because it means success in your business, money in the bank!

Your wife is involved in your business, finds this magazine as of much interest as you do. And since her homemaking needs and problems are not those of the urban woman, she finds in SF aids to her work programs, planning, meals, entertainment, home furnishings and decoration.

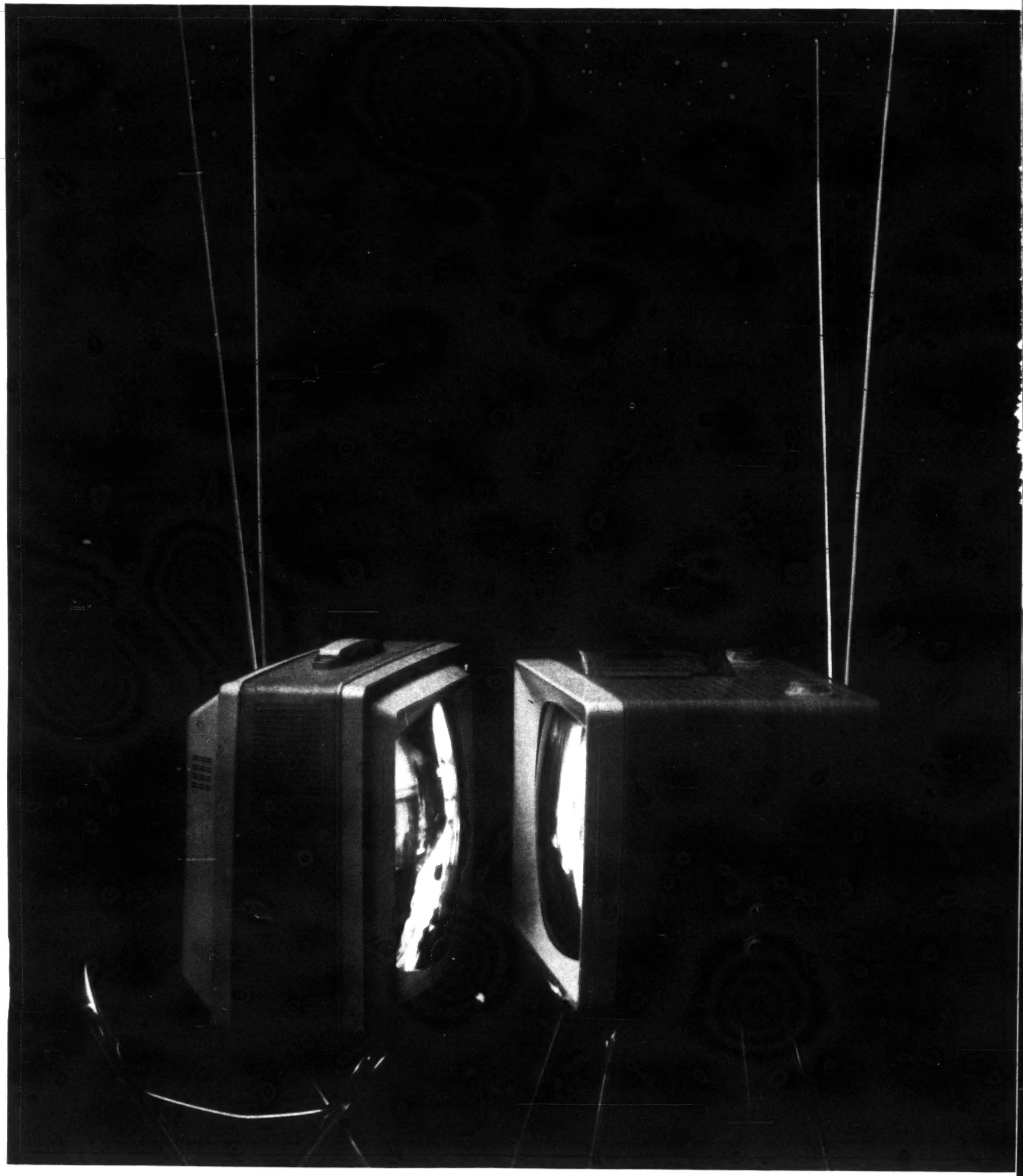
The medium that means more to its audience means more to its advertisers, gets better reception and response. SF has been meaning more to the country's best farmers for fifty-eight years. And its subscribers are one of today's best class markets, with cash farm incomes about 70% above the national farm average.

If you want your advertising to sell something, put it in SUCCESSFUL FARMING.

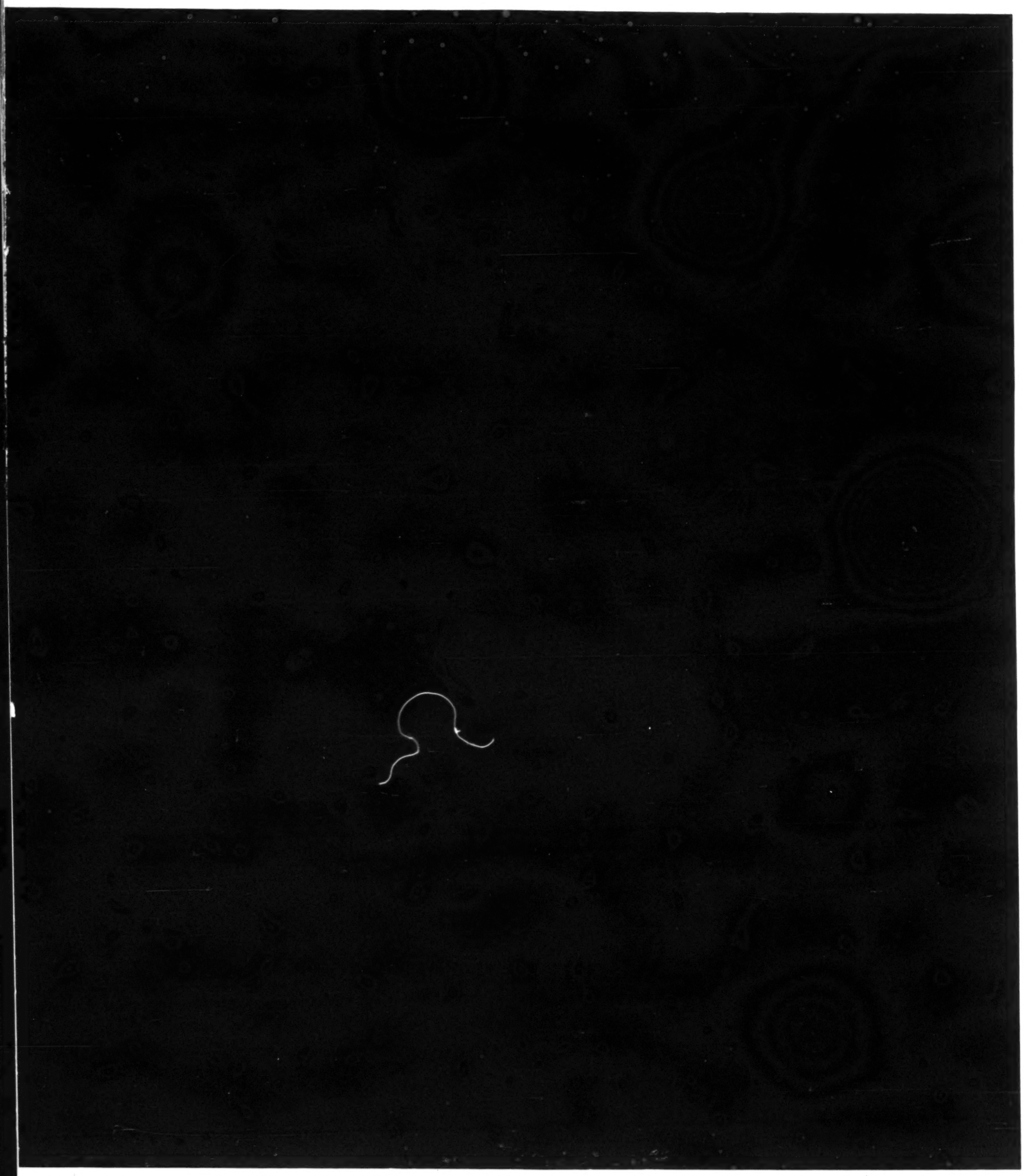
And ask any SF office about the selling opportunities in our twelve new State and Regional Editions.



SUCCESSFUL FARMING . . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.



Who's watching who?



While the networks are watching each other's ratings, the people, bless 'em, are watching the shows.

More homes, according to 10 out of the last 11 Nielsens,* are watching ABC.

We said, before the season, "Watch ABC —more people will."

They did. And, as you can see, the proof is impressive. Where people can choose, in the largest 3-network competitive area measured by Nielsen,* ABC is number one in evening audience.

How was it done? Not, you can be sure, by resting on our old programming laurels, trusty though they be. In the *new* programming department, during the season, ABC had five out of the top ten: *My Three Sons, The Flintstones, Naked City, SurfSide 6, Bugs Bunny.*

A trend we mean to keep trending come the new season via such new winners as *Bus Stop, Calvin & The Colonel, The New Breed, Top Cat, Margie, The Corruptors.*

You can't beat a trend. You *can* join it.

NETWORK	3-NETWORK SHARE OF AUDIENCE 22 MEASURED WEEKS OCT. 24, 1960 THROUGH APRIL 2, 1961
ABC-TV	36.8%
NET Y	33.8%
NET Z	29.4%

*Source: National Nielsen 50-Market TV Reports Average Audience Oct. 24, 1960 through April 2, 1961. Sunday, 6:30-11 PM. Monday through Saturday, 7:30-11 PM.

ABC Television Network

Winsor O'Rorke Eiserer Fairchild Breskin Siegel Friedman Williams Traendly Allen

ABP SOCIAL HOUR—*Relaxing during the Associated Business Publications' annual meeting in Hot Springs were William P. Winsor, Materials in Design Engineering; Edward A. O'Rorke, Reuben H. Donnelley Corp.; Leonard Eiserer, American Aviation Publications; Edgar Fairchild, Fairchild Publications; Theodore B. Breskin and Stuart S. Siegel, Breskin Publications; Ralph Friedman, Lebhar-Friedman Publications; Leo A. Williams, sales consultant; and Wallace Traendly and Joseph Allen, McGraw-Hill.*

Account Group, Not Media Department, Called Key Selling Spot in Agencies

HOT SPRINGS, VA., May 9—Business papers should change their selling tactics as far as advertising agencies are concerned, a former business paper salesman who is now vp of Young & Rubicam told the Associated Business Publications meeting here last Saturday.

Changes in both attitude and tactics are important if business papers want to sell agencies effectively, K. (Haps) Kemper, one-time *Billboard* executive who now is account supervisor on the Gulf Oil domestic account, told the publishers.

Advertising agencies are basically interested in business papers, he said, because they have to be, even though the economics of handling such publications often make them unprofitable from the agency standpoint. The business paper writing assignment is an important one, and the writers assigned to the job are professionals, even though they may be primarily consumer oriented, he said. They need help, and business paper personnel can often provide it.

■ As for the sale of space, said Mr. Kemper, he is convinced that the best place to start telling your story to the client is with the sales management group, where you can learn the client's philosophy and basic strategy and tactics. Then proceed to the advertising manager or the advertising department, he suggested.

"If you have come to the conclusion that the media department of the agency is the key point in business paper selling," Mr. Kemper said, "I disagree. Certainly, the media department must be kept informed and up to date with regard to your medium. But once you do this, I commend you to address yourself more closely to the account management executives in the agency—the account supervisors, account executives and other members of the account team.

■ "These are the people who spend all their time trying desperately to get a one-quarter or one-half or one per cent extra share of market for their clients. These are the people who are terribly receptive to intelligent information and good ideas—and you can get to them if you have something to say that might help gain that extra fraction of a per cent of market share.

"Furthermore, the account management team is also the best avenue for reaching and influencing the creative people in an agency—and these creative people are the ones who can do so much for our clients and your publications by raising the level of efficiency of the space they use in your papers."

■ A review of ABP promotional activities by William K. Beard, ABP president, Hazen Morse, vp, and Edwin Van Brunt, the ABP agency, revealed that ABP ran its first paid advertising in 1921, has since devoted at least $2,000,000 to promotion, and has a record in this area "which no other media association can match." The current promotional budget of the association is about $150,000, approximately 65% of which goes into space advertising.

"Logically," said Mr. Beard, "we put our major reliance on business paper advertising to sell the concept of business papers."

Alan T. Wolcott, president, Audit Bureau of Circulations, told the publishers that they can count on ABC to be more active in explaining its functions and values to the advertising world, and also in soliciting additional members in all

WHERE YOUR
SALES STORY REACHES THE

Today, most major advertising decisions are shaped by team effort. Chances are, in the companies and agencies you want to reach, at least three, four or more executives will influence the choice of your market, medium or service.

Industrial Marketing's monthly penetration of industrial companies and agencies is a vital factor for IM advertisers. Because IM is the only publication serving the specialized interests of those concerned with selling and advertising to business and industry, most of the men who call the shots on industrial markets and media are enthusiastic IM readers.

At the American Cyanamid Company, for example, where about $3,000,000 was allocated to the business press during 1960, advertising decision-makers freely tell us that Industrial Marketing is "an excellent source for ideas"—"consistently rewarding"—"a practical handbook"—"an invaluable reference." Here, in full, is what four key members of American Cyanamid's decision-making team say about IM:

T. M. WENNERGREN
Manager, Institutional Advertising Department
American Cyanamid Company

"Industrial Marketing is an excellent source for ideas to help an advertising manager make his work more productive and profitable to his company. With increased demands from management for wiser use of advertising appropriations, the marketing experiences selected for editorial coverage in IM offer valuable guidance and stimulation for advertising."

im

Cole Allen Lauinger Walter Clissold Gerardi Paul Clissold Chalmers Hunter Wynkoop

TAKE TEN—*Swapping ideas at the Associated Business Publications annual meeting were Alan S. Cole, Breskin Publications; Philip D. Allen, Floyd S. Chalmers and Don Hunter, Maclean-Hunter Publishing Corp.; P. C. Lauinger, Petroleum Publishing Co.; Walter and Paul Clissold, Clissold Publishing Co.; and two retiring executives of McGraw-Hill Publishing Co.: Joseph A. Gerardi, retiring exec vp, who received an "ABP salute" at the meeting, and N. O. Wynkoop, retiring treasurer.*

categories, including the advertiser and agency categories. For many years, he said, there has been a lessening appreciation of ABC paid circulation and a lessened knowledge of ABC operations—conditions which the bureau now proposes to combat vigorously.

■ In an unusually frank discussion of the paid vs. free controversy, John Babcock, ABP senior vp, suggested that "we'd better all admit that free papers are here and aren't going to blow away," and that the "hassle about them has gone on so long and generated so much heat" that some ABP (paid circulation exclusively) publishers believe they should no longer talk about paid circulation at all. Not so, said Mr. Babcock.

"There are some good free publications providing a service for their industries—just as there are good gas stoves *and* good electric stoves, and foreign cars *and* U. S. compacts, and railroads and trucks. This is a competitive free enterprise system that we still have in America, and so let's compete just as every product does—by picking out our product features, the plus values we can offer, of which paid circulation is one, but only one of many—and sell positively by holding up our product and asking the buyer to compare," he said. #

Decision-Making Team

C. W. KOHLMAN

Manager,
Advertising Department
Industrial Chemicals Division

"I read my copy of Industrial Marketing as soon as it arrives. It is always stimulating, consistently rewarding and provocative of many promotional ideas we use. Industrial Marketing is a work tool without which our task would certainly be more difficult."

NORMAN L. PRINCE

Advertising Manager
Plastics and Resins Division

"Industrial Marketing consistently provides reading of immediate and long-range interest and practical help. Its articles and reports on advertising, sales promotion, etc., are *sales*-oriented, and therefore are particularly valuable to me as an advertising manager who works closely with several product sales groups. IM is a practical handbook for an industrial advertising man."

MARTIN B. FRIEDMAN

Manager, Advertising & Promotion Department
Organic Chemicals Division

"In a diversified division such as ours, Industrial Marketing has proved to be an invaluable reference. Each issue brings with it helpful background material, important selling and advertising facts. For us, IM is required reading."

Selling and advertising to business and industry

INDUSTRIAL MARKETING

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS • 630 THIRD AVENUE · NEW YORK 17, NEW YORK

1 Year (13 issues) $3 ABC ABP NBP

Croninger Joins Metropolitan

David Croninger has resigned as station manager of WTAC, Flint, Mich., to accept the new post of Detroit radio sales manager of Metropolitan Broadcasting Corp. The company is setting up a national am sales staff, and Metropolitan has taken over self-representation for WNEW, New York, but officials of the group said current representatives will be retained for the other radio stations.

Nelson Joins Flagler

Paul R. Nelson has been named a vp of Flagler Advertising Agency, Buffalo. He formerly was vp of sales of Birge Co., Buffalo wall covering manufacturer.

Opens Cedar Rapids Office

Judy Smith has been named manager of the new Cedar Rapids office (4444 First Ave., N.E.) of Leonard & Preston Advertising Agency, Davenport.

WTRF-TV STORY BOARD

T. R. Effic!

ANYBODY who thinks he doesn't need a psychiatrist these days, should have his head examined.

wtrf-tv Wheeling

RECIPE FOR GOOD SPEECH . . . plenty of shortening!

Wheeling wtrf-tv

THE CLUB WIFE: "This is my husband's birthday."
CLUB FRIEND: "What are you getting for him?"
WIFE AGAIN: "Make me an offer!"

wtrf-tv Wheeling

OVERHEARD IN A NURSERY: "Mommy, what is a werewolf?" "Shut up and comb your face!"

Wheeling wtrf-tv

DRUNK: "Taxi, Sir!"
DRIVER: "Yes, Sir!"
DRUNK: "I thought so."

wtrf-tv Wheeling

DIDJA HEAR about the street cleaner who was fired for day-dreaming? He couldn't keep his mind in the gutter.

Wheeling wtrf-tv

IN THE MAY issue of Broadcasting, you'll see the TV Critic depicted as Malice in Wonderland in the WTReffigy ADworld Series. We've had other suggestions . . . Gall Blabber, Reviewing Grandstander, Mass Acher, Star Angled Panner and Tirade Wind. Send us your suggestion.

wtrf-tv Wheeling

WTRF-TV EFFECTIVE? You bet . . . ask George P. Hollingbery to tell you the result stories of alert advertisers who buy WTRF-TV to sell the Wheeling-Steubenville Market from Wheeling. Yes . . . and a merchandising plan, too.

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

Chilton's **MAP** *in action...*

Finding new potential in an existing market

The Ridge Tool Company, Elyria, Ohio, thought the hardware market held untapped sales potential for RIDGID* hand and power pipe tools.

The marketing team wanted proof. How much extra effort would it take to get a bigger share of the hardware market? How many salesmen should be added? Should promotion activity be stepped up? What was the potential for certain tools in the line?

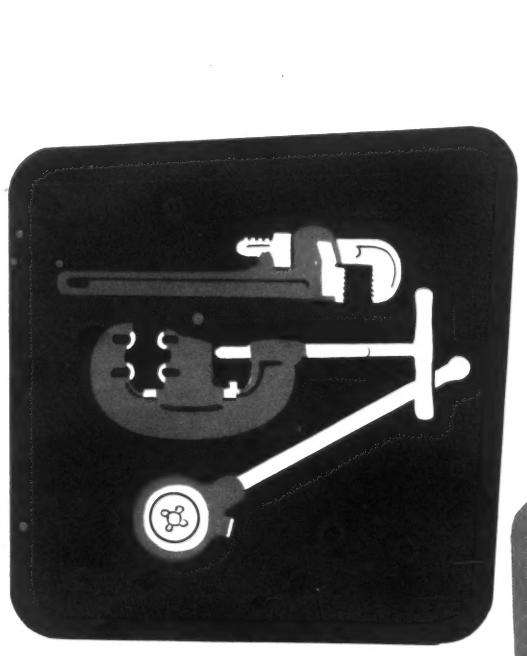
Hardware Age and its M-A-P provided helpful answers.

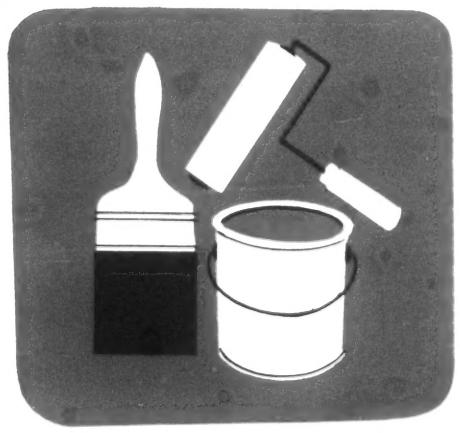
Product studies from the magazine's Marketing Assistance Program revealed the actual sales figures for various tools, broken down by store size. The potential for growth was there, just as Ridge had foreseen. Now the company is taking action to increase its share.

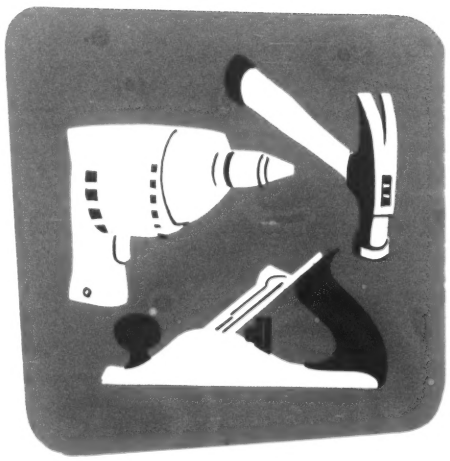
A continuing census of all hardware retailers, thorough knowledge of wholesale distribution, virile editorial coverage, and constant field research provide a current and accurate picture of the total hardware market. We share the essence of this accrued knowledge with interested companies through our M-A-P. This knowledge is the basis of authoritative publishing and contributes to making Hardware Age the best advertising buy in its field.

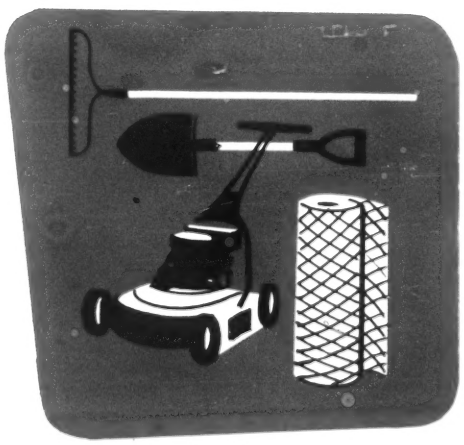
This is a good example of the marketing assistance you can get from any of Chilton's 19 business magazines. Contact the representative of the one covering your market.

*Reg. TM of The Ridge Tool Company









CHILTON COMPANY

Chestnut and 56th Streets, Philadelphia 39, Pa.

Department Store Economist • The Iron Age • Hardware Age • The Spectator • Motor Age • Automotive Industries • Boot and Shoe Recorder • Commercial Car Journal • Distribution Age • Butane-Propane News • Electronic Industries • Aircraft & Missiles • Hardware World • Optical Journal and Review of Optometry • Jewelers' Circular-Keystone • Food Engineering • Marine Products • Gas • Product Design & Development • Business, Technical and Educational Books • Chilton Research Services

good reproduction + correct dot structure = your money's worth in the magazine

This is the formula
that keeps Hutchings & Melville engravings
Selling at the Point of Impression

Hutchings & Melville, Inc.
custom photoengraving
4043 N. Ravenswood Avenue, Chicago 13, Illinois EAstgate 7-9220

All color engravings for wet printing are proofed exclusively on 4-color proof presses

TV Is Chief Cause of Advertising's Image Problem: Hotvedt

(For another story on the University of Wisconsin advertising seminar, see Page 28.)

MADISON, WIS., May 9—"Our loosely policed tv" is causing most of advertising's image problem, Burton E. Hotvedt, vp and manager of the Milwaukee office of Brady Co. and senior vp of the Advertising Federation of America, said at an advertising seminar of the 1961 journalism institutes of the University of Wisconsin last week.

"Other forms of advertising do not appear to be offensive. By contrast, much of it is excellent, exciting, informative and inviting," he said.

"Particularly irritating are the tv commercials that invade the household with audiovisual short courses from 'Gray's Anatomy' to sell proprietary drugs," Mr. Hotvedt charged.

He said, "Creators of advertising which promotes proprietary drugs for humans would do well if they would move up to the same high taste found in advertising promoting drugs for curing the ills of hogs."

Hogs, poultry and livestock have 51 major disease segments that have their general counterpart in human ills, Mr. Hotvedt informed his listeners.

■ "However, creative advertisers in the animal health field, who use vast amounts of magazine advertising plus radio and tv, have long since learned to use good taste. They know that farmers, who are among the greatest readers of advertising, regard gruesome, distasteful graphics to be commercially injurious and repugnant. Why can't we transfer the same learning from the hog field to humans?" he asked.

Although there are "very, very few bad apples in the barrel," Mr. Hotvedt said, corrective action is necessary "to prevent having to add an enlarged volume of government restrictions to the creative man's basic reference library, which now, generally, can be limited to a Webster's dictionary and Roget's 'Thesaurus'."

Mr. Hotvedt said he was "shaken up by the action of a governing body of advertising agencies last month" (he referred to the American Assn. of Advertising Agencies), which "will give first priority to a depth survey to 'explore further the premise that the problem of advertising is not with the general public but with the criticisms of it that stem from opinion leaders'" (AA, April 24, May 1).

He said that youth does not need opinion leaders to come to conclusions about advertising.

"Our youth at an early age is capable of making sophisticated appraisals of tv commercials in a manner that would cause their allegedly creative authors to cringe and run for a hole and pull the hole in after them," he said.

He observed that advertising operates in a "tinder box climate wherein one irresponsible creative person or marketing organization could ignite a spark that could have explosive effects on our industry."

■ The negative climate, Mr. Hotvedt said, prevails because (1) some of the nation's advertising admittedly insults youth and opinion formers; and (2) some economists and educators think in terms of a static—rather than dynamic—economy.

He urged creative people to realize that political action generally patterns itself to social mores. Demagogues will be quick to capitalize on the public mood, he warned. As a defense, admen should continue to make creators of distasteful and untruthful advertising feel the disdain of the profession, he said.

"Let us continue to make them conspicuous by their loneliness," Mr. Hotvedt urged.

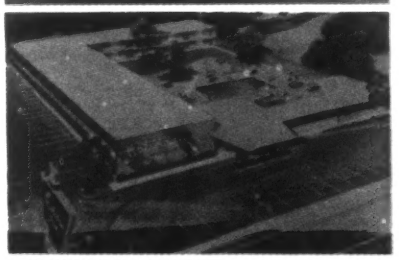
He said creative admen should be prepared for a shift in public mood toward high attention to national security and should intensify their cooperation with government, service bodies and religious groups.

■ "Surveys in the Milwaukee area show that national security tops all issues among suburbanites . . . The public needs no lecturing on this subject. It only needs to be given specific courses of action," Mr. Hotvedt said, adding that the responsibilities of creative people stem from their possession of the power of communications.

"Our nation can buy the hardware for defense and war. But this is also an ideological war—and the creative man becomes a front line soldier in the looming intensification of that struggle," he said.—#

from Caviar to Yquem . . .

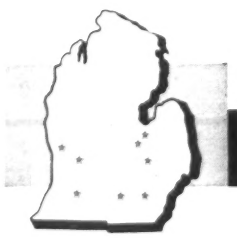
they DINE with DELIGHT



Jackson, Michigan, folks like to eat out. Pictured here are some of the good places to which they go.

They have money to spend ($242 million effective buying income) not only for necessities, but for things that make gracious living — like eating out.

Influence the folks in this market, whether you are selling necessities or luxuries, with a consistent schedule of advertising in the newspaper practically all these people read daily and Sunday—Jackson Citizen Patriot.



JACKSON CITIZEN PATRIOT

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

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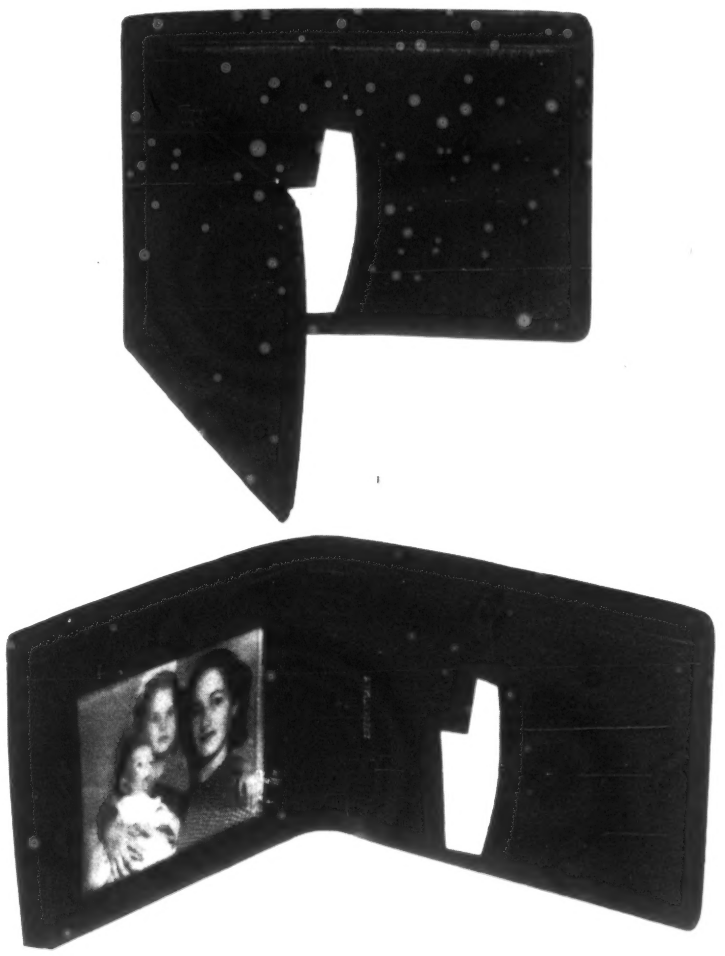
NOTHING OPENS THE WALLETS OF SEVEN MILLION READERS LIKE

TRUE



TRUE is read by more men with over $7,000 a year in their wallets than any other major man's magazine!

No other magazine matches the mood and interests of the young man on the way up the way TRUE does. Every facet of a young man's active existence from CURRENT EVENTS TO CONTROVERSY... HISTORY TO HUMOR... ADVENTURE TO APPAREL... is reflected in the pages of TRUE. Working in tandem with a compatible and factual editorial environment—TRUE moves 7 million readers closer to buying decisions.

A FAWCETT PUBLICATION

TRUE

THE WORLD'S LARGEST SELLING MOST WIDELY READ MAN'S MAGAZINE

Campbell Mrs. Campbell Mrs. Cater Cater Gibbons Mrs. Cunnison Cunnison Fischer Miss Deems Deems Kenyon

MPA SPRING MEETING—*Among those present at the annual spring conference of the Magazine Publishers Assn. at the Greenbrier, White Sulphur Springs, W.Va., were Mr. and Mrs. William S. Campbell, Hearst Magazines; Mr. and Mrs. Douglass Cater, The Reporter; Art Gibbons, Antiques; Mr. and Mrs. Dave Cunnison, Travel; Dean John Fischer, Columbia Teachers College; Miss Cynthia Deems; Richard Deems, Hearst Magazines; and Robert Kenyon, Magazine Publishers Assn.*

Magazines Reflect Readers' 'Living Interests,' MPA Told

(Continued from Page 3)

ly as the most recent source of fresh ideas and information.

"Living interests" among women included travel, clothes, raising children, health and culture. Men were asked about food, hobbies, sports, getting ahead in their jobs and about household maintenance.

The findings, in a 139-page report showed that:

• "Men and women interested in various aspects of the business of living turn to magazines as a vital source of useful ideas and information."

• "The greater the degree of interest, the more likely they are to use magazines."

• "The more that men and women are receptive to new product ideas, and the more they participate in community and social affairs, the greater is the likelihood they are more heavily exposed to magazines."

• "And—finally—deeper interest, greater receptivity, more active participation and more intense magazine usage combine to describe a person whom others seek out for his ideas and opinions."

The study said magazines are "far more likely to be characterized as being more useful than television in the continuing search for information about living." It added: "Television exposure—whether heavy or light—is little related to the living interests of people; the medium is used for other 'purposes'.

■ "Magazine advertising," it was found, "operates in an environment of extreme liking. Startling is the fact that even men and women who fall into our non-magazine-exposed category express favorable attitudes toward such advertising."

On the other hand, "Television advertising operates in an environment far less favorable: Even those people most heavily exposed to television are unwilling to take a strong stand in its favor." Women and men described magazine advertising as "attractive" and "helpful," while they were "half as likely to ascribe such qualities to television advertising."

■ Among unfavorable reactions to television advertising, the biggest percentages said "misleading," "tiring" and "annoying."

"The Psychological Difference" was conducted for the Magazine Advertising Bureau by the Market Research Corp. of America. It was supervised by Profs. Elihu Katz and Peter Rossi, of the University of Chicago, who were retained as consultants by MRCA.

H. Ford Perine, of Time Inc., co-chairman of the MAB's promotion-merchandising committee, described a new MAB film, produced with the Assn. of National Advertisers and intended for showings before advertisers' sales staffs. Titled "Ideas Inside," the film emphasizes the "impact of the medium's color and ideas, the authority and believability that shape magazines' influence and the coverage and local sensitivity of magazines."

■ Three panels of retailers and wholesalers were used in the film, which has three versions. One is for the package goods field, the second for specialty outlets, and the third for the "selective selling" field. The panels give answers to such questions as, "How many salesmen really use national magazine advertising to help them sell?" and "How can salesmen put magazine advertising to better use?" Mr. Perine said nearly 150 requests for showings before ANA members had been received by the MAB. ≠

Cummings Tells MPA How Magazines Can Aid Advertisers

(Continued from Page 3)

see your way clear to assigning some of your skilled writers to this task. Show them the facts about us, and then print their explanations of the relationship of marketing and advertising to our economy. It is not a dull subject. The myth of Madison Ave. and its flamboyant characters is still not scotched, let alone killed."

Mr. Cummings said magazines are specially equipped to do such a job, and that he had "long since despaired of tv on this score." He added: "Tv programs persist in giving sustenance to the absurd Madison Ave. myth. Magazines have not been guilty of biting the hand that feeds them."

He praised magazine publishers for their increased circulations, holding space rates "within bounds by raising newsstand prices," for recognizing marketing problems by launching regional editions, and for "better and more realistic" rate structures.

In offering his improvement proposals, Mr. Cummings said:

"The matter of rates always involves cost per 1,000. We must continue to ask that you keep your rates down. The rising cost of tv may serve you well. Our clients are deeply concerned with the rapidly rising costs of marketing goods and services. Costs go up, and profits narrow. Tv may price itself out of the market for certain products. I think it has already. Your best opportunities may well be in advertising the increasing number of specialty items and new products."

■ On regional editions, the agency boss said he thought there was "little worry" that they would "damage the image, the look of a distinguished national book," provided that agencies "maintain high professional standards in creating regional advertising comparable to that of the distinguished name brands."

Mr. Cummings suggested that magazine publishers could do more selling of the public service aspect of their medium. "I think some way may be found to sell our great corporations on the idea of advertising in magazines because of their contributions to the public good," he said. ≠

Pan Am's 'Visit U.S.' Drive—$3,500,000 Effort—to Be Bigger Than Government's

NEW YORK, May 9—Pan American World Airways plans to spend more money promoting tourism to the U. S. this year than the U. S. government proposes to spend in the first year of the "Visit U.S.A." program.

The Department of Commerce's "Visit U.S.A." program still has to go through Congress. However, the program prepared by the department calls for a first year advertising expenditure of $2,500,000 in 12 European countries (AA, April 17).

Willis G. Lipscomb, Pan Am's vp, traffic and sales, said today that the airline will spend nearly $3,500,000 in 1961 to lure tourists to the U.S. The airline noted that this will be "the largest expenditure on behalf of tourism to the U.S. by any single organization."

Noting that only 280,000 Europeans came to the U.S. last year, as against the 800,000 Americans who visited Europe, Mr. Lipscomb said this "represents a wholly inadequate exchange." He predicted that by 1970 some 2,500,000 will be visiting Europe annually, and he said, "The number of Europeans visiting the U.S. must approximate this eastbound flow."

■ Pan Am, which has 750 offices abroad, will be using magazines, newspapers, posters and direct mail in its "Visit U.S.A." drive. The airline outlined the following program for Europe and the Orient alone: 50,000 "Visit U.S.A." posters; page ads in major international publications and foreign magazines and newspapers; thousands of "Visit U.S.A." window displays and counter exhibits; more than 1,000,000 Pan Am folders, such as "U.S.A.—More for your money."

Pan Am will continue to concentrate on the arranging of study tours for foreign business men and professional men. These tours are tied in with conventions or technical meetings. The airline reported that last year this program brought in 30 jet loads of passengers to the U.S. from Europe and the Orient—"visitors who otherwise would never have left their homelands."

Pan Am has a worldwide advertising budget in excess of $15,000,000. Its worldwide agency is J. Walter Thompson Co. ≠

Court Succeeds Oppenheim as 'Western Advertising' Publisher

Allan J. Oppenheim, publisher of *Western Advertising*, San Francisco, since 1947, has resigned as publisher and as board chairman of Court & Oppenheim. He will be succeeded by Donn R. Court, who has been general manager and president since 1960. Mr. Oppenheim has not announced his plans.

Mr. Court is a former principal of Wank, Court & Lee, San Francisco agency, and a former president of California Outdoor Advertising.

Quaker Oats Names Glenn

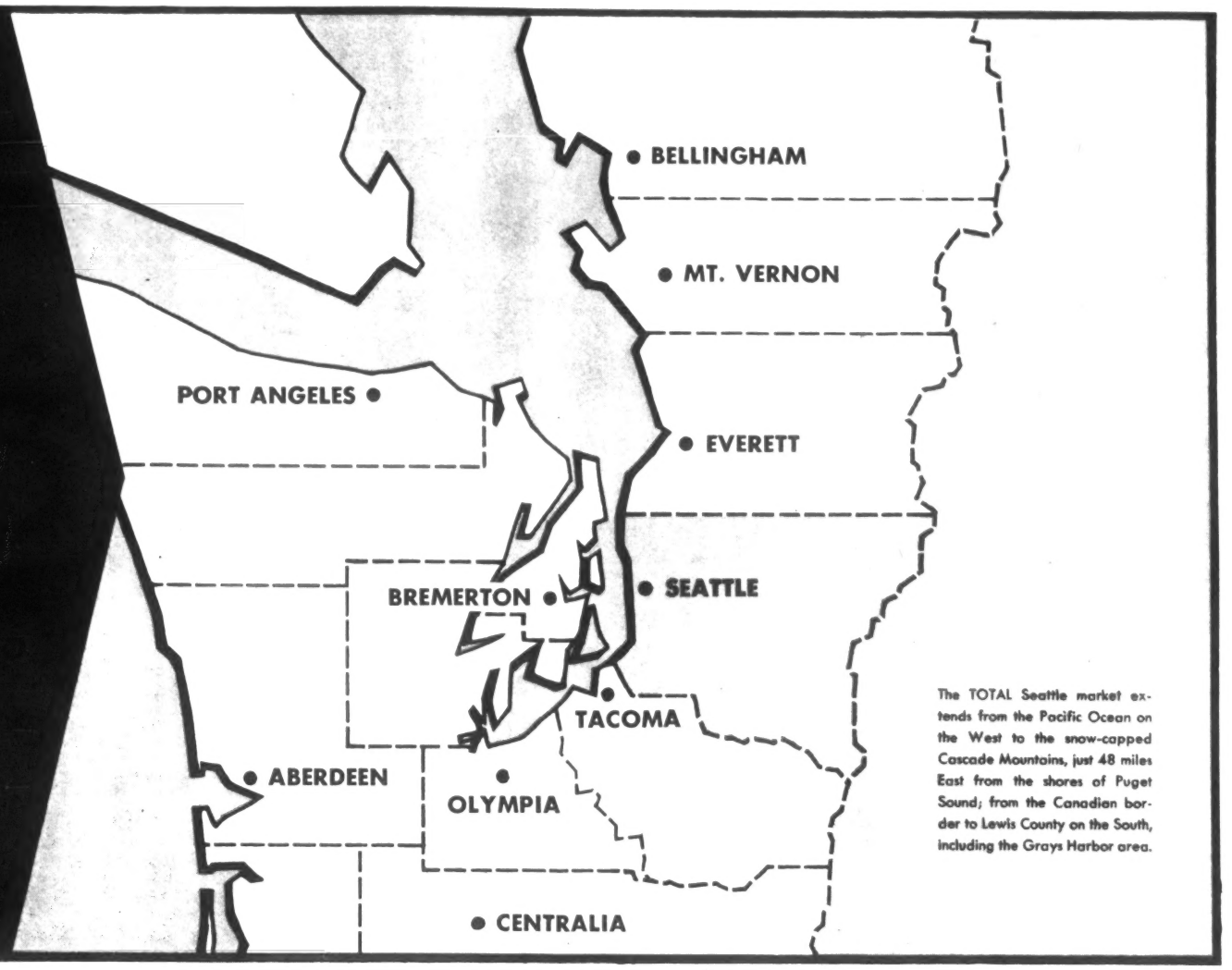
Quaker Oats Co., Chicago, has appointed Glenn Advertising, Dallas, to handle advertising for its Masa Harina, corn flour for tortillas, effective July 1. Conroy Advertising, San Antonio, is the former agency.

Thompson Mrs. Crain Hallenbeck Von Tress Granahan Veronis Benson Stanford Sawyer

SOCIAL HOUR—*Relaxing between sessions of the annual spring meeting of the Magazine Publishers Assn. in White Sulphur Springs, W.Va., were Fred D. Thompson, Reader's Digest; Mrs. G. D. Crain Jr., Advertising Publications Inc.; John Hallenbeck, Life; Ed Von Tress, Curtis Publishing Co.; Rep. Kathryn Granahan (D., Pa.); John Veronis, American Home; Richard V. Benson, American Heritage; Alfred B. Stanford, Stanford Associates; and B. E. Sawyer, Business Week.*

THIS is the TOTAL Seattle Market as a marketing man sees it...

Are you missing HALF of the people?



The TOTAL Seattle market extends from the Pacific Ocean on the West to the snow-capped Cascade Mountains, just 48 miles East from the shores of Puget Sound; from the Canadian border to Lewis County on the South, including the Grays Harbor area.

49% of the people in the Seattle Market live OUTSIDE King County...and here is the way to reach them economically!

This media concept gives 71% PENETRATION ...for only pennies more!

★

In the TOTAL Seattle Market, one Seattle newspaper gives you only 9.4% penetration outside King County; the other only 16.8%. Remember, HALF the people in the TOTAL Seattle Market live *outside* King County! For that reason, advertisers who want to reach ALL the market with strong, merchandisable penetration buy

ONE SEATTLE NEWSPAPER and the LOCAL DAILIES

You reach 429,198 homes in the TOTAL Seattle market for only pennies more per line. Your W-H man can show you how to buy the eight "outside" dailies listed here with ONE order, (one bill for those marked *). Get the TOTAL story on the TOTAL Seattle market today.

The total Seattle Market represents nearly TWO BILLION DOLLARS in retail sales . . . nearly half of which are made OUTSIDE King County, the home county of Seattle! This "outside" area is no commuter feeder to Seattle, but a series of individual trading centers, each supporting its own economy with basic industries and agriculture. When you spend all your advertising dollars in Seattle, you pass up, literally, nearly HALF of the market.

It makes sense to buy ONE Seattle newspaper, and the home county newspaper in each of the other counties in the TOTAL Seattle Market. Compare the coverage . . . and the cost . . . and see!

WEST-HOLLIDAY CO., INC.

Owned and operated by Nelson Roberts & Associates

Representing strong daily newspapers throughout the Pacific Area including these marked * in the Seattle Market Area:

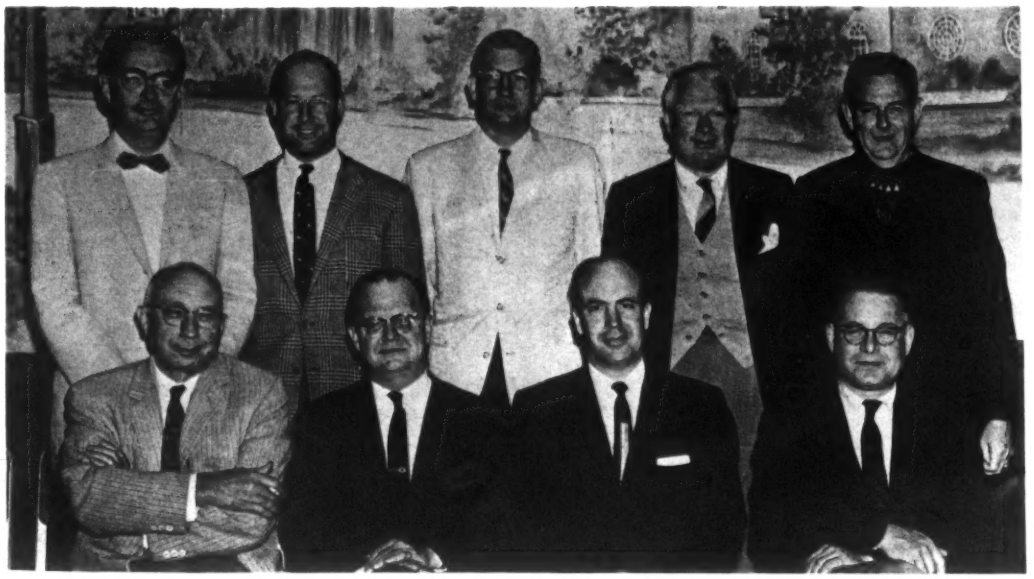
Bellingham Herald, Bellingham*
Mt. Vernon Herald, Mt. Vernon*
Everett Herald, Everett*
Port Angeles News, Port Angeles
Bremerton Sun, Bremerton*
Daily Olympian, Olympia
Aberdeen World, Aberdeen*
Centralia Chronicle, Centralia*

West-Holliday Co. has offices to serve you in:

- Seattle
- Portland
- San Francisco
- Los Angeles
- Chicago
- Detroit
- New York
- Denver

PHOTO REVIEW

TROPHY—*Arthur H. Motley (left), president of the Chamber of Commerce of the U.S., presents winning trophy to Dan J. Loden, vp, VanSant, Dugdale & Co., for its employe economic understanding program for 1960. The presentation took place at the chamber's annual leadership recognition dinner in Washington.*



Littleford Moore Freeman O'Rorke Fisher
Hubbard Burnam Henderson Marshall

ABP OFFICER TEAM—*Part of the "new management" of Associated Business Publications gathered for this photo at the conclusion of ABP's meeting in Hot Springs, Va., last week: William D. Littleford, Billboard Publishing Co., retiring board chairman; James H. Moore Jr., Moore Publishing Co.; William B. Freeman, Miller Freeman Publications, new board chairman; Edward A. O'Rorke, R. H. Donnelley Corp., 2nd vice-chairman; Shelton Fisher, McGraw-Hill, secretary; Philip H. Hubbard, Reinhold Publishing Corp., treasurer; C. M. Burnam Jr., Keeney Publishing Co., new director; Edward L. Henderson, Business News Publishing Co.; and R. F. Marshall, F. W. Dodge Corp., 1st vice-chairman.*

Damron Gardner Lindusky Linski Bowen Mrs. Bowen Rossini Mrs. Rossini

BEST COSTUMES—*"Advertising Slogans and Trademarks" was the theme of the St. Paul Advertising Club's spring costume dinner, with members and guests competing to see who could contrive the most ingenious "advertising" costume. First place winners were Martha Damron and Donald F. Gardner, representing "Stanley and Albert," cartoon characters of Minneapolis Brewing Co. Second place winners were Joan C. Lindusky and Daryl A. Linski, dressed as "Welch's Grape Drink." Third place winners were Mr. and Mrs. Thomas H. Bowen, who portrayed "Baked While You Sleep." Among other costumes at the ball were Mr. and Mrs. Carl D. Rossini as "Shell Motor Oil."*

Parker Deweert Pollard Hollenbeck Legate Herity Gibbs Kennedy Yeates

ACA CONVENTION—*Present at the Assn. of Canadian Advertisers convention were Brian Parker and Georgina Deweert, Colgate-Palmolive; Chuck Pollard, Canadian Schenley; Robert A. Hollenbeck, Timex of Canada; Ernest Legate, ACA; Jack Herity, Canadian Coleman Co.; C. E. Gibbs, Toronto Dominion Bank; J. N. B. Kennedy, Minnesota Mining & Mfg. Co.; and Allan B. Yeates, Prudential Insurance Co. and out-going president of the Canadian association.*

SALES MANAGERS: BREAK the space-buying RULES

BREAK INTO

one of America's hottest markets now!

Business is good in Iowa! Department store sales in major cities are up 13% over first three months last year! Personal savings and income . . . home building permits . . . farm prices — all are up sharply. New car sales are ahead of the national average. Iowans don't know what recession means!

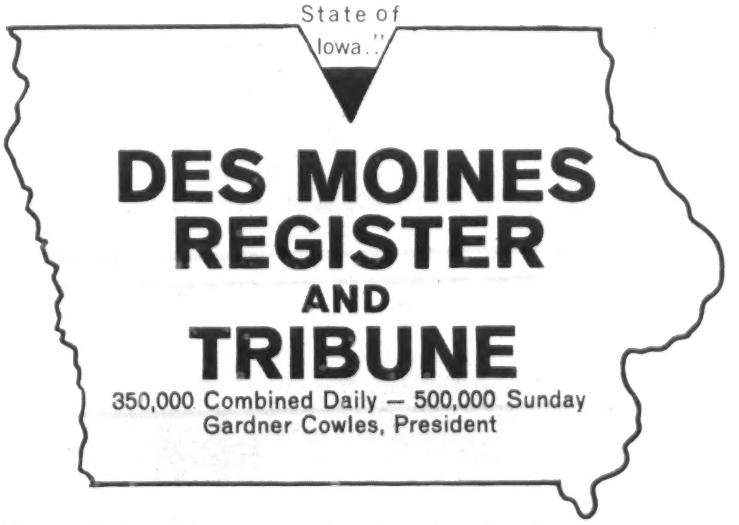
You may be dealing yourself out of this hot market by following an outmoded rule of space buying . . . that is, buying space only according to published Metropolitan Area population ranking. This ranking, for instance, lists Des Moines (Polk County) way down the list in size of Metropolitan Area markets.

But we aren't talking about Des Moines or a lifeless statistic — because that statistic distorts the actual marketing facts. What we are talking about is the exciting concept of a horizontal, state-wide market instead of a vertical, metropolitan one. We are talking about IOWA . . . not "just another state," but one of America's most consistently active markets, unified by the state-wide coverage of one of America's great newspapers, the Des Moines Register and Tribune!

The key to it is "circulation coverage." Truth is, with 50% or better coverage in 76 Iowa counties, Des Moines Sunday Register ranks No. 11 and Daily Des Moines Register and Tribune with same coverage in 34 Iowa counties ranks No. 28 among Metropolitan Area markets.

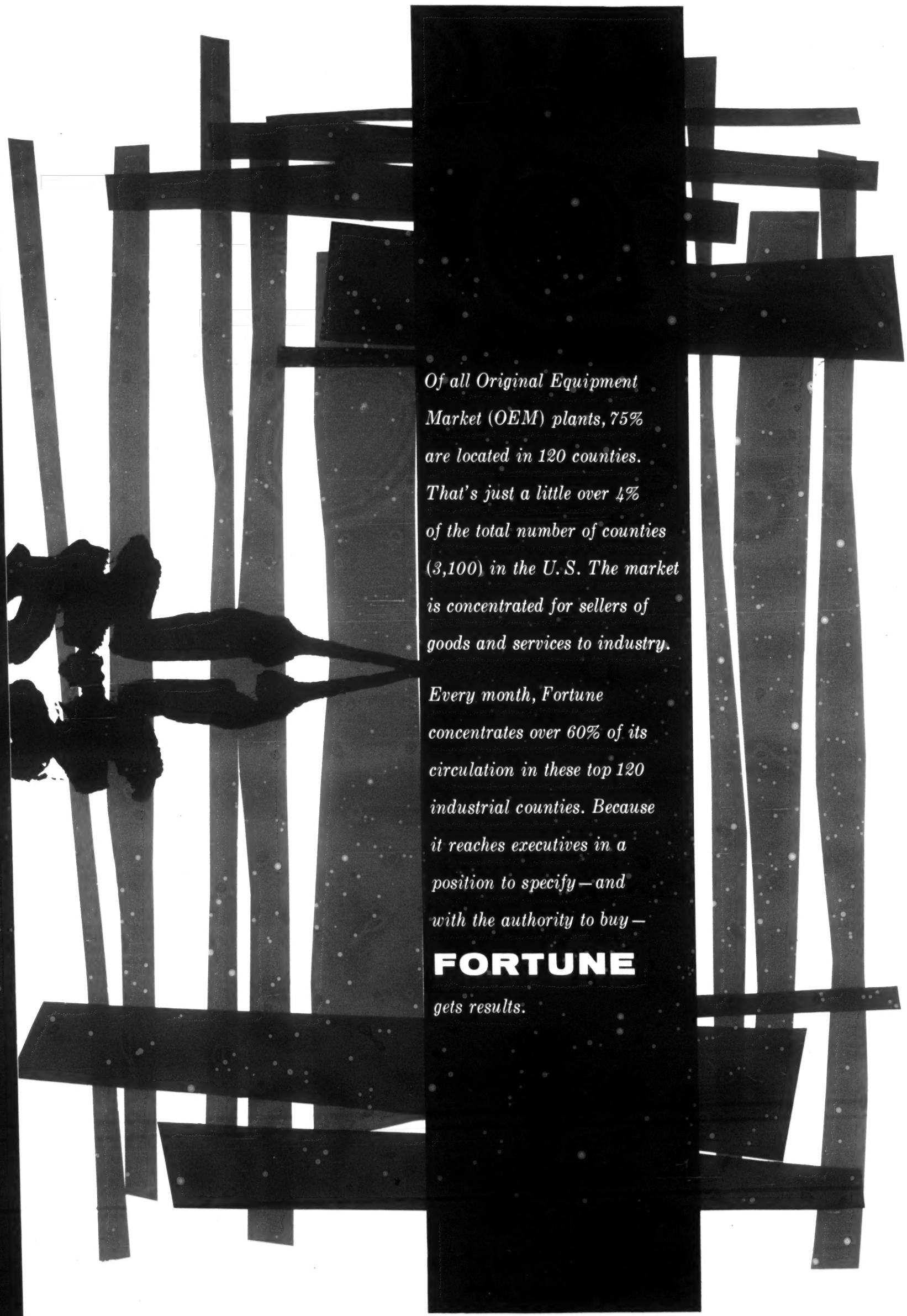
What kind of job do these papers do for you? State retailers as far as 182 miles from Des Moines — whose ads must pay off — use the Register and Tribune regularly. National and regional chains report great successes with state-wide campaigns . . . Sears, Kresge's, House of Vision, Walker's Shoes, many others. Says Richard E. Scherling, general merchandise manager, Killian's department store, Cedar Rapids . . . "We have expanded from a 13-county retail area to a 99-county, Iowa-wide market with the Des Moines Sunday Register."

The customers are buying in Iowa — now's the time to reach them. Now's the time to break the "space-buying rules" and stir up sales for you in record-breaking Iowa with "The Hometown Paper for the Whole State of Iowa."



Represented Nationally by: Newspaper Marketing Associates – New York, Chicago, Philadelphia, Detroit, Los Angeles, San Francisco

Concentrati

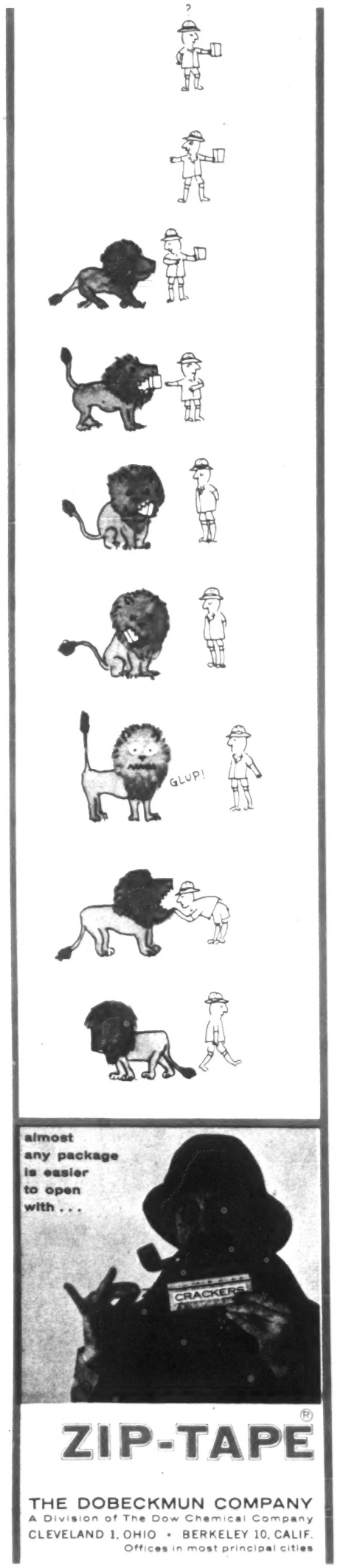


Of all Original Equipment Market (OEM) plants, 75% are located in 120 counties. That's just a little over 4% of the total number of counties (3,100) in the U. S. The market is concentrated for sellers of goods and services to industry.

Every month, Fortune concentrates over 60% of its circulation in these top 120 industrial counties. Because it reaches executives in a position to specify—and with the authority to buy—

FORTUNE

gets results.



almost any package is easier to open with . . .

CRACKERS

ZIP-TAPE®

THE DOBECKMUN COMPANY
A Division of The Dow Chemical Company
CLEVELAND 1, OHIO • BERKELEY 10, CALIF.
Offices in most principal cities

CERAMIC MUGS—*Puck—The Comic Weekly has completed a promotion mailing, consisting of a series of six Toby mugs, five of which were replicas of world famous comics characters, and the sixth a likeness of Bob Hope, to a selected list of agency and client personnel. Each of the pieces contained a message making historical reference to the particular comics character, and pointing up the advertising vitality of Puck and Sunday comics.*

Along the Media Path

The **St. Louis Post-Dispatch** published its semi-annual home furnishings rotogravure section April 16, and a 48-page standard rotogravure supplement, "St. Louis Today & Tomorrow," May 7. An eight-page "Law in Your Life" tabloid supplement on the St. Louis Bar Assn. was published April 30.

• A 10-page section on men's summer fashions was published by the **Louisville Courier-Journal** April 30.

• A design engineer's product catalog index will be added to this year's annual Design Digest issue of **Product Engineering.** The index will comprise paid (or earned through advertising) listings of manufacturers' product literature for the original equipment market. The literature will be classified and cross-referenced in two sections, under a choice of 330 product headings and by companies.

• In page house ads in April 24 editions, the **Houston Press** announced that it is giving porch delivery to subscribers, with ads proclaiming: "Now you can stop looking all over the yard for your newspaper."

• A survey conducted by **U. S. News & World Report** among editors of daily newspapers reveals that they consider *USN&WR* to be the most useful news magazine to them in their work and most objective and fair in its handling of news.

• To celebrate the first anniversary of its "bright new sound" format, **WLS,** Chicago, sent birthday cakes to Chicago agency personnel.

• A cocktail party, buffalo barbecue, open house and special dedication ceremonies marked the opening of new studios of **KXXX,** Colby, Kan.

• Federal Communications Commission has approved a license to construct a translator station at Delta Junction, Alaska, to rebroadcast from **KTVF-TV,** Fairbanks.

• **Sports Illustrated** has published a survey analyzing the purchase and usage in 40 drugs and toiletries categories by its subscribers. Copies are available from Swift Lockard, Drugs & Toiletries Manager, *Sports Illustrated,* Rockefeller Center, New York.

• The July issue of **Motor Trend** will feature a 20-page automobile buyer's guide covering all 1961 domestic cars.

• Promotion pieces headlined, "Plant your advertising where America's money is . . . in Suburbia," containing a package of money plant seeds (Lunaria), was mailed to advertising executives by **Suburbia Today.** A sample copy of *Suburbia Today* also was included. Flower seeds were supplied by Orchids of Hawaii.

• Effective with its May 12 issue, **Time** introduced a new modern living section and revised its business section. The modern living section features information on the home, gadgets, gardening, food, fashion, decoration, travel, recreation, resorts, suburbs, commuting and restaurants. The revised business section contains more articles on business methods, thinking, shop talk, selling, marketing, research, plant modernization, new processes, and management theories.

• The **Rockford Register Republic** published a 32-page Civil War centennial edition May 2.

• **Department of New Laurels:**

The Rotarian will carry 37,359 lines of advertising in the first six months of 1961, a 91% increase over the 19,510 lines carried in the same 1960 period. ≠

Campbell Offers Cameras

Campbell Soup Co. is using supplements plus network tv to promote its offer of a Kodak Flashfun camera for $3 and labels from any two of Campbell's three bean products—barbecue beans, beans and franks, and pork and beans. Print ads will run in *Family Weekly,* First Three Markets Group, *Parade, This Week Magazine* and 11 independent supplements. Commercials will also run on three Campbell tv shows—"Lassie" (CBS-TV), "Donna Reed Show" (ABC-TV), and "Silents Please" (ABC-TV).

Walker Scott Sets Campaign

Walker Scott department stores, San Diego, will run a heavy radio promotion, using all seven San Diego stations. Between 150 and 300 one-minute spots will be used each week for six months. The plan is based on a one-year test conducted by the Radio Advertising Bureau last year for Higbee department store in Cleveland. Stations to be used are KCBQ, KDEO, KFMB, KGB, KOGO, KSDO and KSON. Teawell & Shoemaker is the agency.

ONE OF AMERICA'S
New Standard Metropolitan Areas . . .

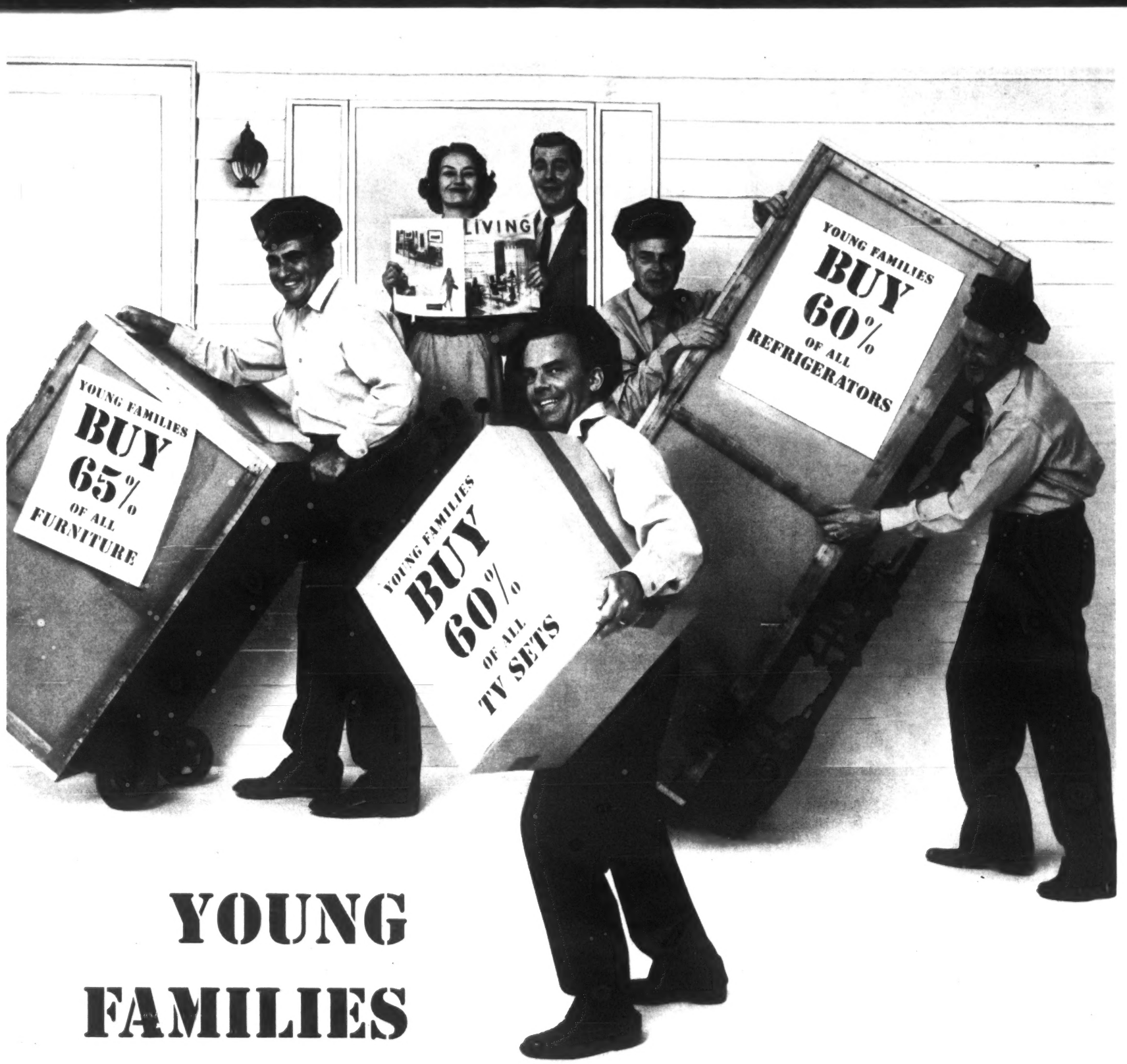
EMERALD EMPIRE . . *Best in the West!*

The 1960 census confirms Eugene-Lane county population claims and establishes it as a Standard Metropolitan area 70,593 people in Eugene-Springfield, 162,890 in Lane county. Effective buying income is in excess of 316 million dollars.

The Eugene Register-Guard is delivered to 81% of these homes every day of the week.

Eugene Register-Guard
LANE COUNTY'S HOME NEWSPAPER

Ask the Sawyer-Ferguson-Walker man about the Register-Guard's volume and frequency discount rate.



YOUNG FAMILIES GET A LOT OUT OF LIVING!

Young families get the most out of living! Something's always *happening* when you have a house to furnish, kids to raise, a slice of life to stake out that's exclusively your own.

LIVING For Young Homemakers is the only home magazine tailored to the tempo of the fast moving young family market. Its pages are devoted entirely to helping young families make the *right* move at the *time* they are furnishing, decorating and buying homes.

One of the best testimonials to the role LIVING plays in the lives of young families can be seen in the Starch Consumer Magazine Report. Out of more than fifty magazines listed, LIVING leads *all* in share of audience buying new homes, previously occupied homes, and every home and woman's service magazine in share of audience buying seven major appliances and spending more than $200 on furniture and rugs. Young families get a lot out of LIVING *consistently*... so do manufacturers of the products they must buy *now*.

THE TIME OF PURCHASE MAGAZINE

LIVING

FOR YOUNG HOMEMAKERS

A STREET & SMITH PUBLICATION
575 MADISON AVENUE, NEW YORK 22, NEW YORK

P.S. *If you think you recognize the "moving men"—you're right! They're LIVING sales reps. And every member of the staff is ready and willing to help you move merchandise.*

(Source for percentage figures in photo: Consumer Finance Over The Life Cycle Survey Research Center, University of Michigan.)

Buy Dispersion?

"Is it better to reach a small audience, yet reach it more times? Or is it better to reach a bigger audience—yet reach it less often? . . .

"The answer of course is—buy dispersion. Try to reach more homes, not the same homes. Try to reach more people, not the same people . . .

"It should be pointed out that this theory applies only to mass consumption products. It would be foolish to buy dispersion for, say, a farm tractor—or any product that appeals only to a select audience, but for products like soups or cigarettes, automobiles, food, or insurance, dispersion is a necessity."

From "Reality in Advertising," by Rosser Reeves, published by Alfred A. Knopf, Inc.

PHOTO BY RICHARD BEATTIE ASSOCIATES

SPORTS ILLUSTRATED takes respectful exception on this point, from what is otherwise an informative and much-needed book on basic advertising principles!

The median household income in the U.S. is $5300 a year. Not many new cars, electric dryers, insurance policies, cameras, trips abroad, can be bought on an income of a little more than $100 a week. Yet half the U.S.'s 50,000,000 households have that or less to spend.

Mr. Reeves uses the famous story about the well-known manufacturer who admitted that "I know that at least half of my advertising money is being wasted. My problem is—I do not know which half."

It is most likely to be that half that he spends dispersing his advertising in media which predominantly reach families who because of taste, education, or money, are simply not prospects for his product.

Even when buying "dispersion" for food, drugs and toiletries, cigarettes, or soft drinks, the advertiser should not fail to redouble his efforts against the "heavy users"—the "tastemakers," the opinion-makers, on whose prior approval much of the buying in the mass brackets depends.

One important reality in advertising is to concentrate advertising where there are known customers and prospects with the ability to buy. The many selective magazines in the U.S. reach such markets. The active editorial atmosphere of SPORTS ILLUSTRATED (median household income, $10,835) breeds one of the most active and responsive of them all.

Sports Illustrated

Advertising Age

Feature Section

Tyler's April Ten from Three Schools

Stockholder Diet—Newcomb & Sammons

Our Biggest Selling Job—Groesbeck

Fizz Up vs. 7-Up—Diamond

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'Consumers, Not Commissars, Must Make the Choices' . . .

Sandage Defines the Role of Advertising, Predicts Its Greater Use to Attain Social Goals in Future

By C. H. Sandage
Head of the Department of Advertising, University of Illinois, Urbana

Advertising is both an instrument and an institution—so criticize it as an instrument, not as an institution, just as you would criticize schools or churches, but not education and religion. That is the suggestion of Professor C. H. Sandage of the University of Illinois, who tells why and goes on to define the functions of advertising as an institution of our society. His ideas are contained in the following talk, prepared for delivery May 12 at the Fifth District Conference of the Advertising Federation of America in Cincinnati.

Several times in our recent history, advertising has been under attack by various groups and individuals. We are currently witnessing a renewal of such attack.

It is not my purpose now either to indicate the nature of criticism or to attempt to provide direct answers to the critics. Instead, an attempt will be made to look at advertising in somewhat of an abstract manner and consider some of the functions that society has assigned to it.

Let us first make a clear distinction between advertising as an institution and advertising as an instrument. It may help in our understanding if we leave advertising for a moment and consider some well recognized institutions and the instruments that have been developed to perform the functions expected of those institutions.

■ The institution of religion is old and honored. It is supposed to perform many functions for society, the primary one being to serve the spiritual needs of man. To accomplish the functions that society expects religion to perform, certain instruments have been developed and individuals recruited to man and operate the instruments. In the case of the institution of religion, the instrument has generally been the church and the practitioner—the priest, minister, or rabbi.

We might also refer to the institution of education. Important functions here are to transmit to the present generation the knowledge of the past, to promote a continual search for truth, and to cultivate the mind of the individual. The instrument is the school and the practitioner the teacher.

Compare Education, Advertising

Few would criticize either religion or education at the abstract level. Many, however, will criticize, and with justification, individual churches or schools and individual ministers or teachers. But even the criticisms of instruments and practitioners are never carried to the point of advocating their elimination, but rather to suggest that practitioners use the instruments in a wholesome or proper manner.

C. H. Sandage

The institution of advertising has been assigned certain functions by society. The most important of these are to communicate on a mass basis to (1) inform, (2) persuade and (3) educate consumers in respect to products, services and ideas. The instruments used are the advertisement and the mass media. The practitioners are the advertisers and their agents. In any critical evaluation of advertising it would seem highly important to distinguish between the institution and the instrument and practitioner.

■ One might properly ask how institutions get started. They are basically creations of society. Some are formal with the sanction of law, while others are informal with only the general sanction of society. In all cases, however, they are accepted as a fundamental part of a culture. They generally come into being from a social or economic need and are assigned, either by accident or design, basic functions which it is believed are necessary to the proper growth and development of society.

Let us, then, examine the three functions of information dissemination, persuasion, and education as they are related to the institution of advertising and the needs of society.

1. Disseminate Information

If we go back in history before our great industrial development, low cost transportation, and division of labor, when individual communities were largely economically self-sufficient, we would find some of the instruments of advertising being used, but certainly no development on an institutional level. There was no need for the dissemination of information about products or services on a mass basis. Consumers' needs were minimal, and the sources of supply were generally near at hand. Personal observation and word-of-mouth communication seemed adequate as aids in the purchase of most products.

The need for the dissemination of information about products and services on an organized and mass basis developed with the growth of industrial concentration and the diffusion or scattering of buyers. This information function was assumed by or assigned to advertising.

Thus, today, we accept this as one of the basic responsibilities of advertising in our economic and social order. People need or want to know what products and services are available to them. With the great multitude of items that are produced for human consumption it is no easy task to merely keep oneself informed of the existence of such items. In essence, then, society has said that producers of goods also have the responsibility to inform consumers of their existence.

■ The information function of advertising of course goes beyond this. It requires the dissemination of information as to where products and services can be found, their quality characteristics presented in terms of consumer needs and wants, and the cost to the consumer.

This information function could be supplied by a government agency, but in a free or quasi-free market economy, society has chosen to have this function performed by entrepreneurs operating on a free and competitive basis. Naturally the attribute of honesty is expected from those who practice in the field of advertising although it is recognized that some dishonest people will find their way into the field. This fact, however, does not diminish the importance of the function any more than the presence of some dishonest teachers might diminish the importance of education.

2. Persuade

Another function or role of advertising in modern society is that of persuasion. There is no clear line of demarcation between information and persuasion. Often information is itself highly persuasive, but there are important differences between the two. To persuade is to urge, advise, induce, or give reasons for taking specific action.

Psychologists tell us and a little introspection will confirm that people tend to be lethargic, indolent, and passive after their body needs are met. Persuasion is necessary to get people to extend and enrich the range of their wants and, therefore, their lives. For most people, rewards must be offered to get them to stretch their physical efforts or their minds beyond a certain minimum. Students must be persuaded to study, laymen to go to church, citizens to vote, and consumers to reach for the abundant life.

Since advertising has been concerned primarily, although not exclusively, with persuasion at the level of consumption of goods and services, it is to this point that major attention will be given here. It is this function that led the historian, Professor David Potter of Yale, to characterize advertising as the institution of abundance. He considers abundance in strict material terms. He indicates that abundance could not have been achieved without the persuasive power of advertising.

■ Modern society emphasizes the right of every person to be employed. To achieve this, high level consumption is essential. Arno Johnson has been pointing out for some time that, if we are to keep our economy operating on a level to provide employment to all who wish to work, consumers will have to learn to live better in the future than they are living now. This will require persuasion.

This is the function of advertising. It is to persuade husbands to provide their families with automatic washing machines, an occasional dinner out, a flower for Valentine's day, a trip to some of our national parks, a second car for greater family independence of movement, and new carpeting for the home. It is the function of advertising to persuade consumers in general to pay taxes, make contributions, or vote bonds for schools, churches, parks, highways, community symphony orchestras, community beautification, and aid to unfortunate neighbors at home or abroad.

■ Some say that such persuasion causes people to live beyond their means. Another point of view is that such persuasion causes many people to stretch their means to match their ambitions. This is often done through investment in education to raise one's earning capacity, multiple wage earners in individual families, or moonlighting on the part of the principle breadwinner.

It is not necessarily germane here to examine whether persuasion directed to enhance material abundance is good or bad. It is perhaps sufficient to observe that our modern culture encourages this and that the institution of advertising is performing a function dictated by the

culture itself.

3. Educate

The functions of information and persuasion are generally accepted as ones to be performed by advertising. It would seem appropriate to add to these the function of consumer education. This latter function is also closely related to information and persuasion. It might properly be called judicious or enlightened persuasion. It is concerned not so much with passing along information or urging people to act without thought, but more with the development of judgment on the part of consumers.

The function of consumer education impinges somewhat on the general institution of education, but since the general institution has not assumed a significant role in this area, it is important that the responsibility for this be assumed by some agent of society. It is an appropriate function for the institution of advertising to perform.

In this respect, it should be recognized that we operate in an economy of abundance where the ultimate power of the consumer is supreme. The consumer, generally, is in a position to buy or not to buy in the case of a large percentage of the goods and services available or that can be made available. The ultimate freedom to choose is his.

Our social ideal is an economic democracy built on the solid foundation of consumer choice. Freedom to choose what will be bought is as vital to this economic democracy as freedom of citizens to elect is vital to political democracy. But just as the success of a political democracy depends upon an enlightened and educated citizenry, so does the success of a consumer oriented economic democracy depend upon educated consumers.

■ It is in the performance of this function of consumer education that the role of advertising can flower in the future. Of course there will be those who will object strenuously to having advertising perform this function. Criticism will come on the grounds that effective education cannot result when individual "educators" are biased and are interested in presenting only the good side of their wares.

But let those critics be reminded that this is the very essence of education in civic affairs. The latter is built on the principle of the competition of ideas where proponents and opponents are permitted to present their arguments to the electorate. Freedom of speech and freedom of access to citizens are preserved so that all who wish to hear may have that opportunity. Faith is placed on the ultimate wisdom of citizens to make a choice that will provide maximum satisfactions to the majority.

There is one fundamental difference between freedom of choice in civic affairs and freedom of choice in respect to products and services. In the political area choices are made by and for a total grouping of people whereas, in the area of consumption, choices are made by and for the individual.

■ This concept of consumer education places high emphasis on human dignity. It assumes that the individual has the right to decide for himself what products or services will bring him the greatest satisfaction. It assumes that, if the individual has not developed to a point where he can exercise effective judgment in making choices, he can be educated to that point. It recognizes that there will be errors in judgment in the learning process but holds that this is much less serious than to have consumption decisions dictated to the individual. In short, freedom of the individual to choose is rooted deeply in the basic philosophy of the inherent dignity of man.

Life Insurance or a Trip to Europe?

Perhaps this concept of the educational function of advertising can be clarified with an illustration and a comparison. There are many advertisers of many kinds of products and services competing for the patronage of consumers. Each advertiser presents his case with conviction and hopes it will be accepted. Descriptive materials and persuasive literature are made available to consumers for review and analysis. One group of advertisers provide material that extolls the merits of investing in stocks, bonds, savings and loan associations, or insurance companies. These messages emphasize the values of postponing consumption in order to have greater consumption rewards in the future.

Opposed to the idea of current saving are advertisements that present the merits of spending now for such things as a trip to Europe, a new home, a second automobile, a pleasure boat, or a new lawn mower. What a conflict this must set up in the minds of consumers. What comfort it would be to some to have a single authority figure make the decisions. But how much education in consumerism would result under the rule of authority?

Compare this with the process of education in our schools where we insist on presenting students with conflicting ideologies, hypotheses, theories, and descriptive matter with the knowledge that this will help to develop discrimination, enhance judgment, and sharpen the intellect. Universities purposely include on their staffs professors with differing beliefs so that students can become acquainted with the existence of such differences and thus strengthen their own independence of thought.

■ We might relate this also to our political democracy where we refuse to shelter the citizen from undemocratic ideologies. Instead, we insist on a free market place for the distribution of divergent opinions. We hope and believe that the citizen will be wise enough, or will develop the wisdom, to judge what is most appropriate and satisfying to him and vote accordingly.

In an economic democracy we need the same faith and foresight. We need to recognize that milk producers and coffee roasters should be free to present their respective arguments directly to consumers rather than to a commissar as a means of determining which beverage or how much of each shall be distributed.

Advertising should not be expected to carry the full load of educating the consumer in buying judiciously so that maximum satisfaction will be achieved. But it must, and will, assume greater responsibilities along this line in the future than it has in the past.

■ In performing this function, advertising will continue to be guided by the principles already emphasized, namely, the freedom of consumers to choose and the capacity of consumers to learn to make judicious choices from the great number of alternatives available to them. Advertising will continue to resist efforts to subject consumers to a paternalism, however benevolent, that dictates what will be made available or denied to them. Advertising will not be taken in by the pleas of those who consider the consumer as ignorant, gullible, and not capable of making his own decisions, and thus should have a guardian appointed to shape his economic life. Instead, advertising will strive to raise the level of understanding and sharpen the faculties of discrimination and judgment wherever these are found to be inadequate.

Admittedly, much of the education of consumers as undertaken by advertising at the present stage of its operation will be concerned with material things. At the generic level, it will be to present the merits of high level consumption, increased wants, and aspirations for a better material life. Both individual and social goods and services will be involved.

At the specific level, such education will involve the presentation of the merits of competing products where what is claimed for one product is in conflict with claims made for another. By this process, however, the consumer has evidence that will assist him in making a decision.

■ Perhaps society has assigned to advertising the job of presenting the case for an abundant material life. There is no other institution that accepts this function to a significant degree. Religion is charged with the responsibility of presenting the case for the spiritual and moral man, medicine for the healthy body, and education for a highly cultivated intellect. The individual can best make judgments in respect to the whole self only after he has heard and evaluated the case of each proponent.

Let it be emphasized that reference to an abundant material life is not to be confused with materialism. One can strive for or attain an abundance of material things without making them objects of worship or being devoted to them for their own sake.

Throughout history, man has been striving to free himself from the shackles of economic want. Economists, philosophers, and governments have concerned themselves with the development of means whereby this could be achieved. In the face of a dearth of material goods in the past, philosophers, churchmen, soothsayers, and others often built a glo-

The Creative Man's Corner . . .

Shoe Ads Should Step Out

These two half-page shoe ads are from the same issue of *The Saturday Evening Post*, an issue crowded with pleasing advertisements which pack a punch. These shoe ads do not pack a punch. They are static, lifeless, unimaginative, dull, and expensive. Also slightly ridiculous.

Each ad shows unoccupied shoes, and nothing more. Florsheim hangs everything on the Magic Top. Or, rather, the *Magic Top, though it is not clear what significance is attached to the asterisk. It does not carry down to any footnote, as asterisks should do.

"Perfect fit . . . without gap or slip" is the big feature—but I submit that any man paying $26.95 for any pair of shoes should expect perfect fit. Nothing is said about comfort, or quality of leather, fine craftsmanship or long wear. And there is a grim paradox in the line, "Florsheim Shoes start at $19.95. Some styles slightly higher"—when the shoe at the top is plainly priced "$26.95." This is 35% above $19.95. Is that "slightly?"

Nunn-Bush urges, "Discover Smartness Which Lasts Longer," and "When you see someone wearing a particularly pleasing pair of shoes, compliment the wearer by asking who made them. Most really fine shoes came from Nunn-Bush . . ." There must be several other makers of fine shoes who fail to subscribe to this fatuous fancy. Below the logo appears the line, "If it's new, it's Nunn-Bush." So no other shoe manufacturer ever submits anything new?

No wonder the public raises a skeptical eyebrow at advertising!

This advertisement is sponsored as a public service by Collins, Miller & Hutchings, Inc., Chicago 6, Illinois

Let's All Get Together to Promote Print!

An open statement to magazine and business paper publishers, newspaper publishers, printers by letterpress, offset, and gravure, typesetters, photoengravers and electrotypers, graphic arts trades unions and employers groups, manufacturers and distributors of printing papers, ink, and production equipment, print advertisers and agency production executives.

Organization Committee for Print Promotion

175 West Jackson Boulevard
Chicago 4, Illinois—HArrison 7-4494

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Cunningham & Walsh, Inc.

EDWARD L. TOLLEFSON
Vice President,
Foote, Cone & Belding, Inc.

American free enterprise stands, in principle and practice, on these articles in an unwritten bill of rights:

1. Freedom to compete fairly.

2. Freedom to cooperate voluntarily to advance a common cause, and

3. Freedom to do both at the same time.

Ben Franklin, printer and publisher, declared the second principle when, at the signing of the Declaration of Independence, he turned to John Hancock and said, "We must all hang together, else we shall all hang separately."

No field of American enterprise is more highly competitive than publishing and printing. Magazines compete with each other, individually and in groups, for reader loyalty and the advertiser's dollar. Newspapers compete with magazines and with each other. Letterpress printers and photoengravers compete with offset and gravure printers and platemakers. Manufacturers of paper, ink, and equipment are highly competitive.

This climate of competition has created a dynamic industry which is constantly improving products, techniques and services to the advertiser. At the same time, this fragmented internal competition has obscured the economic need to promote, by voluntary cooperation, the values of all print media.

More printed advertising is being published today than ever before; but many people, even in the advertising, publishing, and graphic arts fields, do not understand clearly why printed advertising is so essential to the health of the American economy. A big educational job urgently needs to be done. It should be done at a higher and broader level than is possible in programs that promote the special claims of competing print media.

Only if this is done, and well done, will print advertising be assured of its proportionate share of the dollars spent for advertising during the next ten years.

A program for the promotion of print has been initiated by a committee, listed at left, of representative publishers, executives of graphic arts employer and craftsmen groups, and production executives of leading advertising agencies.

At the 64th Annual Convention of the American Photoengravers Association held in Buffalo, N.Y. on October 10, 1960, Arthur B. Langlie, President, McCall Corporation, delivered a keynote address on the vital importance of The Printed Word in protecting free civilization. A formal Resolution was passed supporting the print program. (Printed copies of Governor Langlie's address and the Resolution are available on request.)

The objectives of the program have been clearly defined. A 3-year plan of action has been organized and enthusiastically approved by official representatives of important supporting groups. The plan will be administered through a National Committee, now being formed, to represent all interests. Your interest is invited.

rious picture of the value of abstinence and the soul satisfaction gained from economic denial.

However, in many cases the individual was admonished to not give up hope, but rather to expect a rich reward in the hereafter. Abstinence and denial were presented as a kind of investment which would pay off handsomely in the future. Interestingly enough the rewards were often presented in material terms, such as mansions in heaven and streets paved with gold. Why should we not rejoice when we can now have our mansions, highways paved with smooth cement, and beautiful parks carpeted with deep green velvet?

Abundance Isn't Materialism

It is not the abundance of material things, but our attitude toward them that might be bad. If we use things unwisely or view them in a manner that will reduce the satisfaction we gain from them, it indicates a kind of consumption illiteracy. That there is some unwise use and immaturity of attitude toward material goods is obvious. Such consumption illiteracy breeds a feudal approach to product distribution. The best protection against feudalism in this area is the development of high literacy in consumption. This is a challenge that society gives to advertising.

Major attention has purposely been given to advertising in relation to goods and services. This is because, historically, advertising has been concerned much more with material things than with non-material matters. There is, however, no reason to limit advertising in this manner. In fact, there has been a very sharp growth during the past decade in having the institution of advertising assume important responsibilities in informing, persuading, and educating people on a systematic and mass basis in respect to many non-material issues.

To document this we have only to look to the great work of the Advertising Council. Here the same instruments and the same people who perform the functions of information, persuasion and education in terms of goods are performing the same functions in presenting the case for highway safety, the Red Cross, love of thy neighbor, tolerance, better schools, blood donation and many other social goals.

■ Perhaps it is in this role that we will see the greatest development of advertising in the future. Radio Free Europe is essentially an advertising undertaking. It is probable that advertising will be called upon more and more to join with other institutions to develop and promote through mass information and education a positive program for freedom.

It is possible that advertising can plan an important role also in laying foundations for eventual peace in the world. This issue is one we tend to leave to politicians and statesmen, but perhaps it should become the increasing concern of all. Is it not possible that the forces that brought economic abundance to America could be implemented to bring eventual abundance to the world? Would this not remove the greatest single cause of war? To paraphrase Lincoln's statement that "no nation can long exist half slave and half free," might it not be equally true that no world can long exist half rich and half poor?

Of course advertising cannot, in itself, create riches where poverty now exists, but it can stimulate desire and encourage people to develop themselves to a point where they can achieve their goals. If advertising is truly the institution of abundance as Professor Potter has indicated (and there is no reason to believe otherwise), then it will play a vital role in developing abundance in other areas of the world.

Needed: High Quality Personnel

If advertising is to meet the challenge and perform the functions assigned to it by society, it must have practitioners of a high order. They must be dedicated people, imbued with a professional spirit. Charlatans must be discouraged from entering, but if some get in, methods must be devised to expel them.

The future need for dedicated, professional people in advertising is great. Efforts must be made to increase the number of such people in both absolute and relative terms. Leading universities in this country are helping to meet future needs by offering professional programs in advertising education. Progress in meeting the goals set for advertising by society will be hastened if we can attract increasing numbers of students with keen minds and dedicated spirits to enroll in these education programs and thus prepare themselves for careers in advertising.

We have had and still have some outstanding statesmen in the field of advertising practice. They have had and are having a wholesome influence on the character and development of the profession. One needs only to examine the contributions of a man like James Webb Young to appreciate true statesmanship in advertising.

■ On the other hand, there are too many examples of men who engaged in advertising practice only long enough to accumulate sufficient wealth to permit them to transfer their talents to what they call public service. Some of these people, after leaving advertising, have spoken or written disparagingly of the field they left. It would appear that these people led the life of the hypocrite while practicing advertising. They failed utterly to sense that advertising has basic functions to perform that are vital to the economic health of a nation and the proper servicing of consumers in a free society.

Those who believe that advertising has no relationship to or interest in public service do not comprehend the true functions of advertising. Surely it is as much in the public interest to minister to consumer needs and wants through self-appointed entrepreneur servants as it is for elected or government appointed servants to minister to the civic needs and wants of citizens. Failure to recognize this fact will reduce the effectiveness—and the happiness—of the practitioner.

Not all of the blame for having men and women with a non-professional attitude in advertising practice should be laid at the door of the individual. Too many persons have drifted into advertising practice or come in by accident. Too many employers have gone out on the street to entice bright young men and women to join the staff or have raided the staffs of other employers with the inducement of higher pay. Some employers have even rejected college graduates who majored in advertising, preferring those who concentrated in history, political science, or French. It is this philosophy of employment that breeds defection among the truly gifted and makes for unhappiness among the mediocre who are caught in a field they had never aspired to enter.

■ This is in no way a criticism of education with a major in areas other than advertising, but rather an attempt to place emphasis on the element of personal and professional interest. Without interest and belief in what one is doing or wishes to do, both personal development and contributions to society will be stunted. The men and women who wish to enter advertising should do so not for purposes of mere monetary gain, but because they believe it is an honorable calling and one which will permit them to benefit society.

Leaders in advertising should spearhead, now, a drive to recruit people with this viewpoint, encourage them in an education for professional advertising service, and provide internship facilities for them when they graduate from college. With such a program for the development of future personnel, we should be able to look forward to continued advancements in performing the functions assigned to the institution of advertising by society.

Maintain Access to Media

The instrument which practitioners use to perform the functions of advertising is the advertisement—the commercial—the informative, persuasive, educational message. But the message is of no value until it is delivered to consumers. It is therefore essential that advertisers be afforded freedom of access to the mass media. They must also have the freedom to present their messages without censorship (except as imposed by the law or moral code). These things are especially important where the advertising of ideas is involved, but also important in the case of products and services.

■ The right of people to know what products are available is as significant as their right to know who divorced whom. The right of access to media is as vital as the right to mount the soap box and speak, or the right to assemble to hear the speaker. If those who control the media provide access to one person and deny access to his competitor or protagonist, they are, in fact, serving as licensers or gatekeepers. They thus exercise the power to determine what shall be made available and what shall be denied to people.

In these modern times, with the great diffusion of people, freedom of speech is a hollow freedom if he who wishes to speak is denied access to modern facilities that permit the distribution of speech on a mass basis. It is not suggested that access be provided without cost, but rather as paid space or time to all who wish to avail themselves of such facilities.

We are dealing here with an issue that some would say impinges upon the freedom of the press. This is an issue with many ramifications and it shall not be developed at length, but it cannot be ignored. Let us emphasize, however, that the advertisement is the only modern instrument that permits persons to speak effectively to masses of people at a minimum cost.

■ Freedom of the press does not give the owner of medium freedom to discriminate among advertisers of competing products or ideas nor to censure what is presented in the advertisement. The "press" is not a term that applies to the total property the publisher or editor uses, but rather only to that part that deals with the news and editorial content. When the owner makes his property available to others for advertising purposes, a part of the service provided is the transfer to those who use the property of the rights and privileges that pertain to the press.

It is recognized that this line of reasoning does not now have the force of law. Where this has become an issue in the courts, it has generally been held that owners of media can deny access and can, within the limits of the Sherman or Clayton acts, discriminate among advertisers. In general, media owners have provided freedom of access on a voluntary basis. Should this situation change appreciably in the future, it will be incumbent upon society to force freedom of access if the functions for advertising are to be performed effectively.

■ Society expects much of advertising. The functions assigned this institution are significant ones and vital to the economic and social growth of free people. Its future role will be determined largely by the quality of practitioners who enter the profession and by the availability of the mass media on an unrestricted basis. #

Tips for the Production Man . . .

Coupon Sorting the Automated Magnetic Way

By Kenneth B. Butler

The age of IBM, automation, and space missiles seems to have by-passed the exalted profession of advertising production.

But not quite.

Here is Cuneo Press, Chicago, with announcement of a new merchandising tool for manufacturers that is enough to set the most sluggish imagination agog. The new method has a patent pending and uses the principle of magnetic ink.

Certain parts of the coupon are printed in magnetic ink and then any magnetic sorter such as those now being installed in thousands of banks across the country can be used for the sorting of the Magne-Coupons.

Evaluation, we are told, could take many forms—from simple tabulation of results to giant electronic computers with memory cores capable of storing and reporting the most complete statistical data for sales promotion and analysis.

We understand that certain magazines are in a position to print the magnetic coupons in ads and for direct mail work presumably these inks can be utilized by any printer.

Certain coupon redemption houses, we are told, are equipped to sort and evaluate the desired statistical data.

* * *

How frequently we seek certain soft or off-beat shades of printing inks in the ink specimen books, and never quite find them! At times, inks seem so standard, so run-of-mill, so common.

When I find myself in such a quandary, I do not muddle very long. I dig out from the deep and disorderly confines of one of my desk drawers a few ordinary decorator's paint sample folders—those with the pasted-on chips of paint colors. Here I find myself transported to a scintillating world of magic colors like maple sugar, and bone and wheat and nectarine and heather and pinefrost. Need I go on? Ink makers and most printers are very adept at matching these. These subtle shades can really lift your color work to sparkling freshness.

* * *

From *Coffee Break*, peppery publication of McGraw-Hill:

"Creative genius crops up in the oddest places. Take what happened recently to *Electrical Merchandising Week*. A batch of artwork was shipped to the printer in the usual fashion, backed with sheets of cardboard to prevent bending. One sheet, incidentally, had doubled as a pen wiper during its sojourn in the EMW art department. A couple of days later, a call came through from the printer asking whether 'that gray and white cardboard with the black lines' was artwork or backing. The offset shop had, it seems, already made a positive from it. Art Director Barbara Ellwood, somewhat taken aback, retorted that it was 'backing, of course.' The worried voice at the other end of the line signed off with: 'Well, you never can tell, with all this *avant garde* art around'." #

Ojibway press begins

Ojibway Press, Inc. was organized last month for the purpose of acquiring a number of business publications and to enter the book publishing business.

It is an affiliate of Davidson Publishing Company. While Davidson Publishing Company is 61 years old, publishes eleven business publications, operates a printing plant, a photo-engraving plant, and employs some 150 business paper specialists, the new affiliate is expected to become a much larger operation.

At the outset, Ojibway Press has the benefit of great experience in publishing and all of the facilities of its affiliated company, plus the substantial resources made available to it by its officers, directors and stockholders.

The first Ojibway acquisition is the Knit Goods Publishing Company, publishers of HOSIERY & UNDERWEAR REVIEW and LINGERIE MERCHANDISING.

Under Ojibway ownership, the editorial and sales departments of these publications are being moved to Ojibway's New York offices at 250 Fifth Avenue, while production, accounting, circulation, promotion and administrative functions are being moved to the company headquarters in Duluth. Effective with the July issues, expanded services will be provided the readers and advertisers in the hosiery and lingerie fields.

Ojibway Press, Inc. starts its operations with HOSIERY & UNDERWEAR REVIEW and LINGERIE MERCHANDISING. But this is only the beginning. Substantial funds are available for the purchase of a number of publications, and negotiations for some of these purchases are already under way.

There are 31 original Ojibway stockholders, many of whom are prominent in various fields of business and industry. Long-range plans contemplate a wider public ownership. This program of acquisition and development, we feel, is destined to make Ojibway Press, Inc. one of the major factors in the publishing business.

DIRECTORS

Royal Alworth, Jr. *President,* *Oneida Realty Company*	Robert Edgell *Executive Vice President,* *Davidson Publishing Company*	C. E. Fuller, Jr. *General Partner,* *Thomson & McKinnon*	Marshall Reinig *President,* *Davidson Publishing Company*
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OJIBWAY PRESS, inc.

1 EAST FIRST STREET
DULUTH 2, MINNESOTA

Tyler Picks Ten for April . . .

Direct, Indirect, Far-Out—Three Ad Roads Are Well-Traveled

By William D. Tyler

How many advertising men really know what they believe in? Do you?

For example, there are three vastly opposed philosophies—the Direct, the Indirect, and the Far-Out. Each has a well-defined and reasonable rationale. Which is yours?

William D. Tyler

The apostles of the Direct believe that an ad is an instrument designed solely to register a product selling point. Particularly in these days of increased advertising competition, they believe in saying what you have to say directly, boldly, and unmistakably. The ad is as good as it is persuasive, convincing and believable.

The case for the Indirect is based on the belief that the bald-faced, unadorned, frontal attack may be well-intentioned, but is of massive disinterest today not only because of the competition of other ads, but on account of the editorial matter and entertainment surrounding your message. To register your selling point, you must first overcome this apathy, even if it requires using irrelevant material to get attention and then following with the selling message. So goes this theory.

The Far-Outs think neither of its opponents is right. They don't believe that the registration of a selling point determines the sale. They believe the sale is made by the appeal to the subconscious. You buy because you have a good feeling about the company and the product, and advertising put it there. Such advertising may not even register a selling point. Its primary job is to make friends by creating empathy through manner of presentation, rather than content.

Funny thing is, each school can point to successful campaigns that prove its point.

Jamaica Tourist Board

One of the great resort campaigns has been the one for Jamaica. Last year's was plenty good enough with its theme, "Come to Jamaica—it's no place like home." This year's is just as good, and topical too: "Come to Jamaica—you can't get away for less!" Both were written by Alan Koehler, copy chief of Norman, Craig & Kummel. Copy is extraordinarily fine. "Free port bargains that take your breath rather than your bankroll . . . no-pancake-of-sand-with-a-palm-on-it . . . swim in a sun-dappled waterfall." Dick Purdy was the art director.

Travelers Insurance

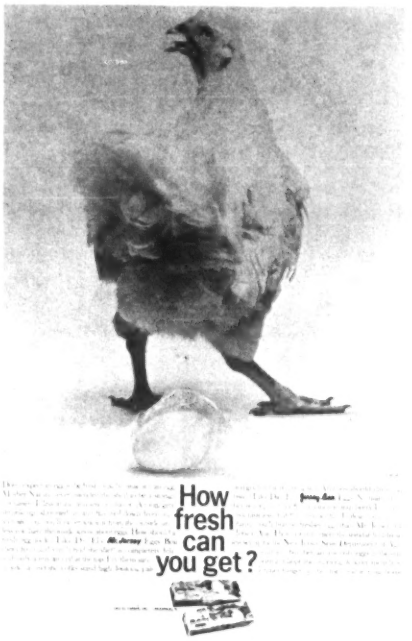
Travelers Insurance

There are two things of significance about this ad. One is the theme: The Red Umbrella. This is evidently Travelers' answer to an important facet of insurance advertising—the need to make the company name stand for something, both emotionally and visually. The emotion here evoked is one of protection, symbolized by an open umbrella. The other point of significance is the use of a long-overlooked readership device—editorial-matching. In this case, Young & Rubicam art directors Art Seller and Roland Wilson matched the format of magazine fiction in a woman's service book. Tony Isidore's excellent narrative copy tells the story of the company's symbol in dramatized, fictional form, a neat trick that has to be read to be believed.

Kraft

Kraft Jellies

Don Dickens' copy: "These grapes have known no wrath. The sun has loved them with warmth. The earth has fed them sweet life . . . " This has been a campaign dedicated to equating the Kraft line with fresh fruit ingredients of high quality. It has, I feel, succeeded admirably. Needham, Louis & Brorby's art director, Jack Amon, is responsible for maintaining the level of appetizing still lifes that has characterized this series. The use of blown-up typewriter type is also good. Both, I feel compelled to add, were features of a Rice Krispies campaign that antedated this slightly. Regardless, this campaign is tailor-made for the job it has to do. It may well be one of the most effective magazine campaigns now running. Jim Braddy is the photographer.



Dav-El Farms

Ronrico Rum

The success of vodka and its popular handmaiden, the Bloody Mary, has caused at least one Puerto Rican distiller's mouth to drool, and he has set out to capture a little of that selling magic for his own product. Julian Koenig came up with the idea of the Bloody Maria ("anything vodka can do, Ronrico Rum can do better"). His copy goes on to say that, "Maria is Mary set to music. Anything Bloody Mary can do, Maria can do better." The idea of red on red was art director George Lois's. Papert, Koenig & Lois is the agency.

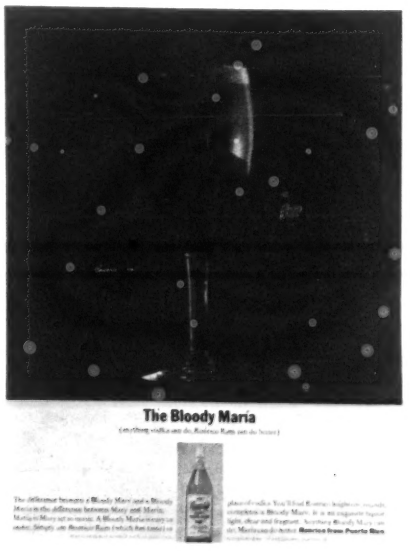
Dav-El Farms

This entry appeared only in Newark, N. J., newspapers for a chicken farmer in Lakewood named Paul Shneyer, a man who believes in letting the agency have its head. The result was the ad you see here, showing a chicken almost in the act of laying a cellophane-wrapped egg. Miss Leslie Wiener of the Venet Agency wrote the copy: "Don't expect an egg to be fresh—just because it's an egg. A shell lets in air, lets out flavor. Dav-El's Eggs have a cellophane overwrap to keep them fresh 7 times longer—in the store, and in your home." Creative director was Ben Morrison.

Wilson Golf Clubs

Traditionally, advertising for sporting equipment simply says kind things about

Jamaica Tourist Board

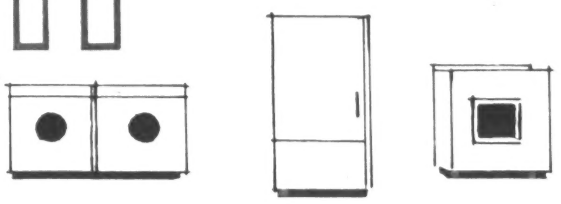


Ronrico

Wilson

SURE

The Free Press SELLS Appliances



It takes discretionary spending income to buy appliances and Free Press reader families have more discretionary spending income.

The 1960-61 Top Ten Brands Study of America's fifth market reveals that 49% of all Free Press reader families surveyed have incomes of $7,000 or more. And—they're especially susceptible to appliance advertising. 82.5% own their own homes. Too, more families than ever read the Free Press. With 100,000 new reader families since Nov. 6, 1960, Free Press circulation has leaped to a 129 year high—622,242 Sunday and 573,273 daily.

Free Press reader families are responsive!

A 4 col. x 12″ ad for TV sets by a local appliance dealer produced $20,000.00 in sales. That's real sales performance!

HERE'S HOW THE FREE PRESS SELLS APPLIANCES!

THE DETROIT FREE PRESS IS SO REWARDING TO READ . . . SO REWARDING TO USE

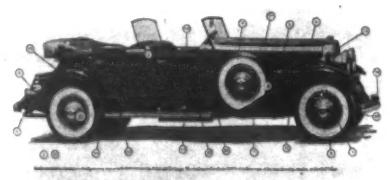
The Detroit Free Press

MICHIGAN'S *ONLY* MORNING NEWSPAPER

NATIONAL REPRESENTATIVES: STORY, BROOKS AND FINLEY

General Electric

Shell

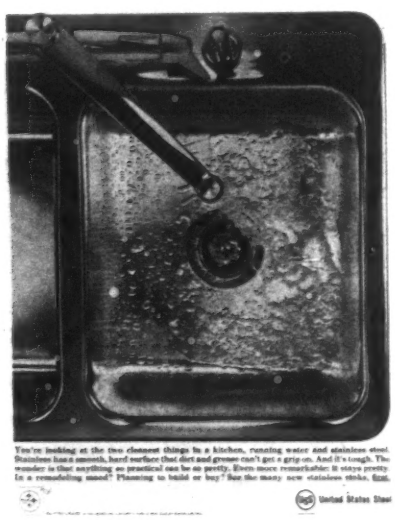


Shell recommends 21 ways to make your car last longer

the product or else paints unbelievable pictures of the results you can achieve through its use. Of all categories, it provides as little actual product information as any. Here, for the first time, is an ad that is simply packed with interesting facts about how these Wilson clubs are made, why these processes are used, and what they can mean to your game. The ad also provides a backdrop of authority, conviction and interest through use of Arnold Palmer as spokesman and demonstrator. Even the layout contributes to the impression of a wealth of information. It was Ernie Turner's of Campbell-Mithun. Bob Blegen was the writer.

General Electric Lamps

The same device of a "back-to-back spread" was used by Al Whittaker of BBDO's Cleveland office to introduce G-E's new "Power Groove" fluorescent lamps. First page asks you to hold ad up to the light to "see how General Electric puts a big dent in your light bill." Do so, and the grooved lamp from the opposite page shows through. Straightforward headline: "The dents in the tube give you more light with fewer lamps." Good ad. Carl Davis was the art director.



U.S. Steel

United States Steel

This ad does a brilliant job of dramatizing a quality of stainless steel that probably had not previously occurred to you. Don Grace's copy: "You're looking at the two cleanest things in a kitchen, running water and stainless steel. Stainless has a smooth, hard surface that dirt and grease can't get a grip on. And it's tough. The wonder is that anything so practical can be so pretty . . ." Sold? Fine layout by Arnold Varga of BBDO's Pittsburgh office. Photograph by Irving Penn.

Rayonier Cellulose

This was a two-pager, back-to-back, rather than facing pages. The first page showed baby and mother in amply furnished nursery. Bill Walker, whose idea it was, wrote, "Take away the Rayonier Cellulose—and what's left. (Turn the page)." When you do, you find a page with nothing left but the people. Excellent device for an institutional ad designed to impress with the multitude of products made from this taken-for-granted product. Art direction by Dick Gaul of Brooke, Smith, French & Dorrance.

Rayonier

Shell Oil

The ad world's most controversial campaign is Shell's newspaper series. For the first three months, I thought it was also the world's worst. Expertly written though it was, repetition of a formidable format without offering anything new, looked as though Shell was all but determined to talk to only an eclectic few. If you're going to address yourself to less than your total market, why narrow it even further by saying the same thing every time out? Now, I am relieved to report, variety has reared its lovely head, and the campaign begins to make some sense, to me at least. I like Clifford Field's and Ed Hatcher's two-page announcement of the new motor oil, and the ad that preceded it: Dick Stevenson's "21 ways to make your car last longer." Each adds to the image of Shell as petroleum research headquarters and attracts new readers, as it creates new interest among the old. Jerry McLaughlin of Ogilvy, Benson & Mather was the art director. ≡

Employe Communications . . .

The Care and Feeding of Stockholders

By Robert Newcomb and Marg Sammons

The first two stockholder meetings to be held in cavernous McCormick Place on Chicago's lake front have come and gone. Brunswick Corp. initiated the new arena, which is a few square feet smaller than Grand Canyon, and AT&T followed two days later. In more ways than one, AT&T was second.

In our view the Brunswick presentation, generally speaking, was a smooth and efficient performance. It showed the results of long, careful, competent planning, of attention to the little detail. The meeting was staged only a day after the city had been hit with a late winter blizzard that blocked many main highways, fouled airline schedules, delayed trains and yanked the thermometer down into the 20s. Important guests were stranded at airports;. an acting troupe slated to put on a special performance was immobilized hundreds of miles away and only a few hours from curtain time.

In spite of all the harassments and heartaches, the Brunswick stockholder meeting opened to virtually a full house —miraculously with all hands on deck— only 15 minutes behind schedule. A large-scale display of company products—including a line of yachts and smaller boats —was promised, and it was there. It was announced that luncheon would be served immediately following the meeting; it was. A demonstration of water skiing was booked for an hour after luncheon (in the close-to-freezing weather); it started and ended on time. The Brunswick meeting was not wholly flawless—there were a couple of miffs in the slide presentation in the meeting proper, and there was a bogdown in the service at the check-room. But these were minor miscalculations.

To us, the AT&T affair was a different story. This was the first stockholder meeting of the company outside of New York City; thus to many who attended it was their first AT&T confab, and some must have come away with the feeling that the whole thing was a triumph of mismanagement. For example at the outset, many stockholders stood jammed in a waiting area outside the dining space, not unlike the day's arrivals at the Stock Yards a few blocks away. They found themselves finally at tables where the food (a box lunch) was late in arriving. Many stood in line for close to an hour (there are a few elderly people, please remember, among the AT&T stockholder sorority); then sat at tables amid the chaos for 15 or 20 minutes only to be told—by the grapevine, not officially—that the food was all gone. The overflow (our guess: 2,000 stockholders) was directed to the cafeteria downstairs. Thus, those who were

ANNOUNCING

THE FIRST DETAILED STUDY OF CHEMISTS AND CHEMICAL ENGINEERS

"THE CHEMICAL SPECIALIST"

as professionals: **their titles and functions, industry experience, and fields of activity**

as businessmen: **their education, training, income and goals**

as customers: **their participation in the selection and purchase of chemicals, equipment, instruments and services.**

Over 400 personal interviews

Chilton Research Services conducted more than 400 personal interviews with chemical specialists throughout the chemical process industries—in food, textiles, paint, plastics, steel, chemicals, etc.—in management, research, processing, development and marketing.

Their answers, shown in this report, provide the first detailed profile of chemical specialists—who they are, where they work, how they function, what they buy, how they read.

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You will find facts on chemical specialists' remarkably high professionalism (50% hold a Master's Degree or Ph.D.) . . . their sharp advance in industry (over half have moved into new positions within the past few years) . . . their importance in evaluating chemicals, developing new processes, and testing equipment . . . and their wide influence in the selection and purchase of specific products:

- process equipment
- packaging materials and equipment
- construction materials
- production instruments and controls
- bulk chemicals and solvents
- chemical specialties
- services
- resins and other polymers
- plant auxiliary equipment
- catalysts and catalyst supports
- laboratory supplies and equipment

Now available

This complete report answers hundreds of questions important to the sale of chemicals, equipment, instruments and services in today's market. For your free copy, just fill in the attached coupon and drop it in the mail, or contact your C&EN representative.

CHEMICAL AND ENGINEERING NEWS

Published by the American Chemical Society and read weekly by more than 100,000 chemical specialists...twice as many as any other chemical publication.

Advertising Management: Reinhold Publishing Corporation, 430 Park Avenue, New York 22

To: Director of Research
CHEMICAL AND ENGINEERING NEWS
Reinhold Publishing Corporation
430 Park Avenue, New York 22, New York

Dear Sir:
Please send me a copy of "The Chemical Specialist: Professional, Businessman, Customer."

NAME:.....

TITLE:.....

COMPANY:.....

ADDRESS:.....

detoured naturally missed the opening portions of the meeting. If anyone officially expressed the regret of AT&T for the mass inconvenience, the right people didn't hear it—they were elsewhere gobbling their luncheons. At no time did we hear the public address system employed to explain anything to a stockholder group visibly and vocally annoyed.

■ The Brunswick formal meeting was lively, swift-paced, imaginative. For example, recognizing that the audience cannot clearly see an executive's face from a distance, Brunswick flashed head-and-shoulders photos on the jumbo screen as names were mentioned. At the AT&T performance, no one beyond the 20th row could see the faces of the men on the platform. There was endless opportunity for the use of a screen; such a diversionary tactic might have helped the shareholders endure the long periods of inaction. At least two in attendance had the slow, disquieting feeling that AT&T didn't really want to hold this thing anyway, that it was a burden of corporate existence to be gotten rid of as quickly as possible. At least two felt the proceedings had the warmth of a high school commencement in a depressed area.

It may be argued—and probably will be—that AT&T was deluged by a crowd simply too large to handle, utterly beyond expectations. Actually, according to the press, 30,000 shareholders had expressed their wish to attend; an estimated 20,000 appeared. If the statistics are correct, this gave the sponsors a cushion of 10,000, which seems like a liberal margin for error.

■ In our book, the reason the Brunswick meeting was successful is that the management group in charge of it spent hours of time in planning, checking and rechecking, anticipating every contingency. Possibly AT&T spent as much time—or more—but there is little surface evidence to support it. Again in our book, a stockholder meeting is the peak event of the year for a face-to-face meeting between a management and the people who own the business. It should be communication in its finest and most efficient form.

AT&T has yet to solicit our recommendations for next year's meeting so, in the interest of conserving time, we volunteer them: For 1962, closed circuit tv and lunch at home. And this possible addendum: Get in touch with the boys at Brunswick. #

Learning from the Retail Ads . . .

The 'I Thought We'd Run Alone' Ad

By Clyde Bedell

Dick Irvin, famed Canadian hockey coach, once put a large board in the middle of each net during practice session—to get his boys shooting for the corners instead of the middle of the net. If they hit the board they were shooting pucks too easy to stop.

Murph Chamberlain's wife watched the practice session, and as she was leaving said to Irvin: "Wasn't Murph good today? He hit those boards every time!"

She was close to hockey, but her particular insights and her prejudices were not a combination to give her a proper interpretation of *everything* in connection with hockey.

■ New York advertising people are somewhat like this. Again and again I have encountered the complex. "The best advertising people in the world are here. No one can tell New York ad people how to do advertising. They are it—the best." For some reason, the fact that *some* of the world's best advertising people are in New York, leads most everyone who creates advertising in New York to believe *he* is one of the best. Which is to smile.

A month's issue of any New York paper would provide bad examples sufficient to illustrate how *not* to advertise in an encyclopedic course in creative advertising.

■ If these two ads shown here, which were run in New York, were created in New York, you will know what I mean. But since both of them lack the "finesse" to do their jobs fully, no matter what the make-up man does with them, perhaps these New York advertisers had them created out in the sticks (across the Hudson, that is).

Perhaps, if you like puzzles, you can figure out the example shown here. It appears precisely as it did in the paper.

Incidentally, the store name appears in this lower ad five times, but not in display. Is it known that the name should be kept a secret from . . . but . . . no, that could hardly be it. Maybe they were afraid a straightforward ad would cause people to come in and disturb their salesmen. They want to hide the fact from all but "small copy" readers that they have

bargains, lest it ruin their main store's prestige?

And, of course, punctuation and headlines—well, the common people use punctuation. Let us *not*.

Whose money helped *who* here? What's wrong could easily have been precluded by a little more professional care—by knowing how precisely to "score in the corners." #

On the Merchandising Front . . .

The Future of the Independent Department Stores

By E. B. Weiss

Recently, I talked to a group of independent department store executives about their future. Unless my sensory apparatus was completely out of kilter, my comments were not enthusiastically received.

E. B. Weiss

This was especially true with respect to my remarks on their newer competitors—the discount department store chains. Believe it or not, some of those independent department stores still believe that they can kill off this new competition by name-calling. One store head had actually coined a belittling term which he seemed sublimely confident would cause the low-margin stores to turn up their toes!

Another complained that the discount chains had killed fair trade. This made me feel as though another edition of "Alice In Wonderland" was being written. Years ago, department stores *fought* fair trade tooth and nail! Macy's policy of "6% less" was one of the early nails in the coffin of fair trade. Now that a new competitor who can under-cut most department stores has appeared, these independent department stores have suddenly become the staunch supporters of fair trade (typically, too late).

Another complained about misleading price promotions by discount chains—as though department store price promotions are always scrupulously honest!

■ In any event, I thought some readers might be curious to know what I consider to be a necessary program for the independent department store, if it is to remain effectively competitive. Here, abbreviated, is the road I mapped out for those independent store executives:

The independent department store faces, within *five* years, such awesome developments as the following:

1. About 50 giant retail organizations will control 50% of the nation's total retail volume in practically *all* major merchandise classifications.

2. Sears may join the A&P in the $5 billion club this year. By 1965, we may have several retailers with a $6 billion annual total. We will have many more in the billion-dollar club; we will have more doing between $1 billion and $2 billion. The $10 billion retailer definitely lies ahead.

3. Retailers will become *national*—just as are manufacturers. Sears is national right now. Physical limitations of transportation, warehousing, and communications will lessen; instantaneous inventory-taking on a national scale is feasible.

4. Giant national retailers will have giant *store-controlled*, heavily-advertised, consumer-accepted brands. The store-controlled brand will grow as *rapidly* as giant retailers grow; and that will be *very* rapidly.

5. Giant retailers will become giant *manufacturers*.

6. Under *one* corporate control, perhaps in a holding company, we will see a group of department stores, a food chain, a drug chain, a variety chain, a discount chain; maybe even gas stations. Remember—under *one* corporate control.

■ Can independent department stores meet this kind of competition as *traditional* independents? Or will they be compelled to become a *new* type of independent who will be only *half* independent? Could David and his sling compete with a hydrogen bomb? I think the comparison is pertinent.

The independent must match size with size—assets with assets—money power with money power—executive talent with executive talent—capabilities with capabilities. The functions of the buying office have broadened *substantially* over the last decade—but this is just the start.

If the independent retailer is not merely to survive, but to expand dynamically, he must give up larger and larger areas of his independence, *including* some *management* areas. He must *pool* more and more of his management functions cooperatively.

■ This is exactly what has happened with the independent food retailer. Through the voluntary chain, the cooperative, etc., the independent food retailer has met the competition of the corporate chains. This has meant giving up *big gobs* of his status as an independent. But the end result is that, today, the voluntary food chains and the co-ops actually control a *larger volume* than do the corporate food chains.

The independent drug retailer is now taking the same path. So are the independent furniture retailers, appliance retailers, etc.

The buying office must now be expanded so that, managerial step by managerial step, the modern buying office will duplicate *and improve upon* the services of the central headquarters of the corporate department store chains.

You must become a new type of chain, with the buying office your central headquarters.

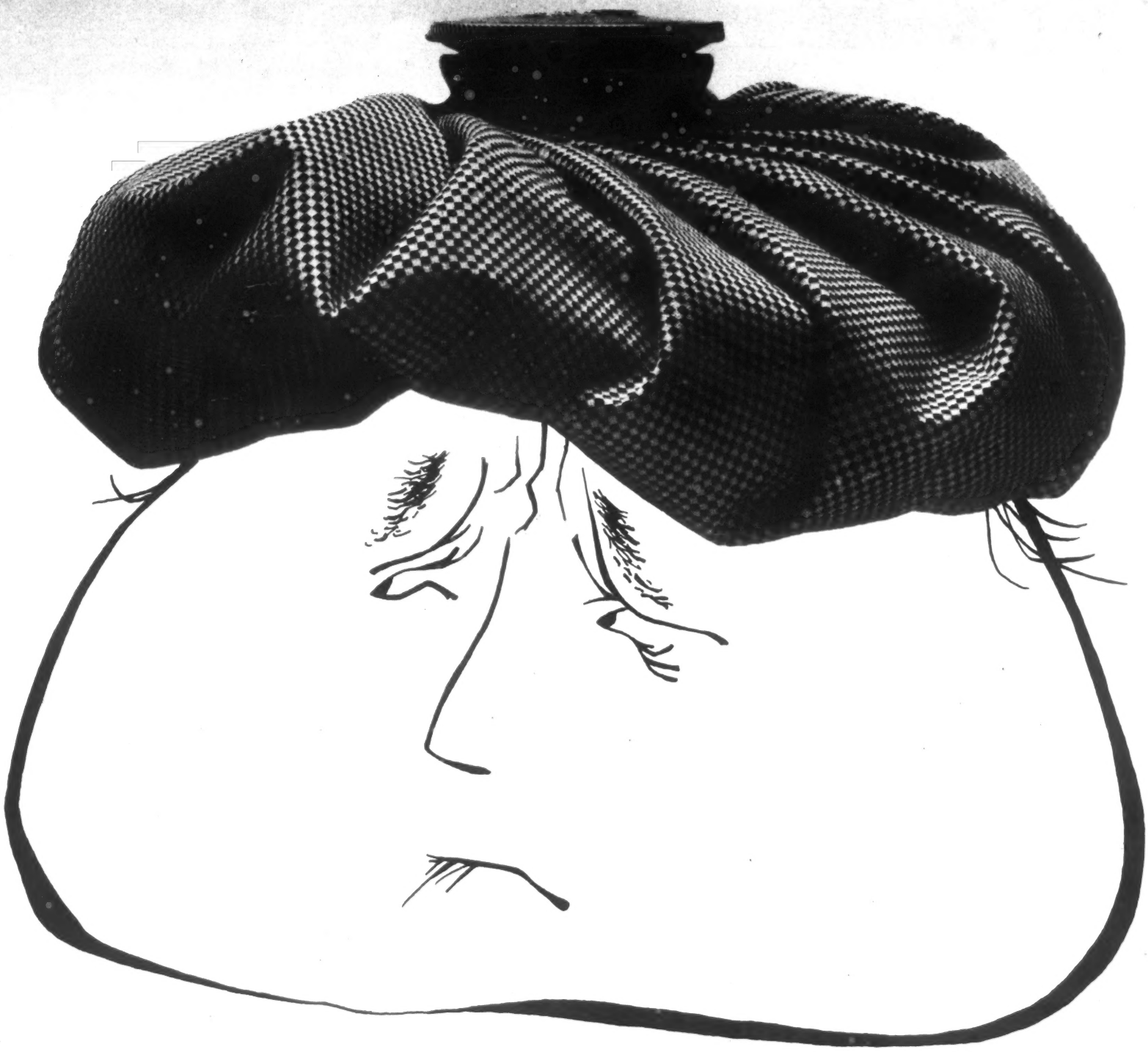
■ The corporate department store chains—and other powerful corporate retail chains, including the various discount department store chains—enjoy the multiple benefits that come from powerful aggregations of capital, ready access to vast capital, powerful managerial services, etc. Their era of vast growth has just begun. And their *areas of service* to their stores have just begun. This does not spell finis for the independent department store. But it *does* mean that you must match concentration with concentration.

The independent department store has an urgent need for the *best expert* tax advice and the best money management. This is the age of the tax expert. *Tax management* and money management may be as important as *merchandise management!* I refer not merely to tax savings—but also to the gentle art of utilizing tax situations in acquisitions, etc. I refer to access to money. Could the buying office make available to the independent a financial and a tax advisory service that would at least match that available to the corporate chains?

Why not use your buying office for a vastly enlarged program of research? And also for an exchange of information between members on a year-'round basis?

■ Currently, the most dynamically expanding phase of the vast Sears business is the catalog sales office and catalog order desk in its stores. Mail-order *in total* is on the upswing. The telephone is a major part of catalog retailing. Sears reports that over 30% of its catalog volume now comes over the telephone. Soon that figure will be 50%!

Will a buying office some day set up a catalog for its member stores—a substantial, *year-round* catalog covering most major classifications? And will it set up a program for its members involving cat-



Morning After

It was the granddaddy of all spectaculars. Big Names on top of Big Names. Everybody shakes hands. Then comes a cold, quiet moment, and with it the questions: "Will we sell anything? Will we make any money?" At N. W. Ayer & Son, we think about a profit for the sponsor before the show—to insure that his morning after will be as happy as the night before.

The commercial is the payoff.... N. W. AYER & SON, INC.

What They're (Really) Saying . . .

By W. H. Everett

"Another field trip, eh Willett?"

alog stores, catalog desks, catalog promotions? Certainly, other large retailers will exploit the new potentials of modern mail-order. Why not the independent department store?

Electronic data processing is finally taking hold in mass retailing. I know that the NRMA has conducted studies. Could a buying office enable its members to move *faster*, and yet with *less risk*, in this enormously important area?

■ The food chains are opening food sections in discount chains. The drug chains are opening drug sections in discount chains. Several discount chains have opened leased departments in food chains. Other retailers, such as the popular price shoe chains, operate leased departments in department stores. Why shouldn't the department store develop a leased-department chain operating in one or several major merchandise categories?

Today, we talk of competition for the consumer's disposable dollar. Tomorrow, there will be competition for the consumer's disposable *time*. The shopper wants to shop faster. The time per transaction in the new low-margin outlets is remarkably *low*. In department stores it continues as high as ever. What rule could the buying office play in cutting the time-per-transaction?

All department stores have a critical need for *potential* executive manpower. The independent department store tends to have this problem *doubled* and *redoubled*. By pooling efforts, funneled through the buying office, and then supplemented with individual store programs, the independent could compete on campus and elsewhere for young talent—and could then train and hold that talent.

■ There is the whole area of non-merchandising income as a potential service of the buying office. The closed-door discount chain is probably the *epitome* of the art of non-merchandising income. Through money management, through real estate, through tax management, through such corporate maneuvers as the holding company, through credit financing—*non*-merchandising income will exceed *merchandising* income for more and more retailers.

The corporate chain is ideally suited to profit from non-merchandising income. The independent must compete with the corporate chain in non-merchandising income *as well* as on merchandising income. Non-merchandising income is best enhanced through *pooled* efforts. This, too, may therefore some day involve a buying office service.

The leased department is destined for great expansion. The new *service* departments will tend to be leased to concessionaires by department stores. We will have big chains of leased departments in still more classifications. Surely a buying office could guide member stores in this area—improve contracts, improve cooperation between lessee and lessor.

■ The great brand battle of the future will be between manufacturers' advertised brands and giant retailers' advertised brands. Where will the independent department store wind up in this brand battle? Surely, *as an independent*, it will seldom be able to compete with its own brands. But a *joint* effort, through a buying office, could be made adequately competitive.

The telephone order board is destined for huge expansion. Right now, several department stores account for some 9% of total volume via the telephone. By 1965, total telephone volume may *triple*. Independent stores can get invaluable aid from the telephone company on the technical aspects of telephone shopping. But, I suspect that a buying office could play an equally invaluable role in guiding the entire telephone selling program.

Selling *in-the-home* is also destined for substantial expansion over the next few years. New services will be pushed through in-home selling; especially new services such as cleaning services, repair services, home decorating services, etc. Not many independent department stores are in a position to set up, and to expand, in-home selling with maximum efficiency. Here, too, buying office direction and planning could make a big contribution.

■ Now that the vending machine can accept paper bills up to $10, the automatic vendor is obviously poised for great growth. Step by step, it will require *pioneering*. Pioneering can be less expensive when it is *jointly* financed. The independent department store could be among the first to benefit from automatic vending—if it will give up some of its independence and pool its automatic vending efforts.

The newer discount chains are moving into food. I've urged department stores for some years to add food. Food produces traffic—more traffic than *all other retail promotions combined*. More department stores will find it advisable now to move into food. This will probably be a leased department.

The older discount chains are now aiming to do 70% of their total on soft goods. So are the newer discount chains. Most of this will be done strictly self-service. Department stores will have to learn how to do a better job of self-service on more, and still more soft-goods classifications.

■ If it gets legal sanction from the U. S. Supreme Court—Sunday will emerge as an important shopping day. This may be unfortunate—but, realism compels the realization that *only* legal restrictions are holding back Sunday retailing. If Sunday retailing becomes legalized, and I believe it will, Sunday will account for about 20% of the week's volume. The time to prepare for Sunday retailing may be right now.

Such lines as boats, swimming pools, may be leased departments. But leased or not—department stores must recognize that *more* of the shopper's dollar is going into more *new* merchandise categories, more *new* services. Why continue hanging on to the short end of the stick? A department store that doesn't expand into many *new* merchandise and service departments will hardly be a *true* one-stop outlet. Plenty of its new competitors really *will* sell everything under the sun, under one roof.

Nocturnal retailing will continue to move ahead. In 1960, at least 50% of total retail volume was done after 4:30 p.m. Soon the figure will be nearer 65%. Discount chains are open six nights a week. You can't do business from an empty wagon. And you can't do business from a *closed store*—that is, when the store is closed when customers *prefer* to shop.

■ I believe it is important for at least some downtown department stores to recognize that in their areas—*not everywhere*—the *best* that can be hoped for, downtown, is a holding or delaying action. Some department stores will close out their downtown units—a few have done so already. In more instances, department stores will no longer automatically evaluate the downtown store as the flagship of the organization. This will mark a big change in attitude, in policy, in practice.

We are coming into an age of true low-margin retailing—not discount retailing, but *low-margin* retailing.

A store with a 36% margin requirement cannot slug it out on a price basis with a store requiring only a 22% margin. Either that 36% margin is brought down to 22%—which is utterly impossible—or the department store does one or both of two things:

1. It carves out its own niche at that 36% margin level.

2. It joins up with the new low-margin retailers in one form of alliance or another.

We are coming into an era in which the shopper will require no cash, no checks, no credit cards. The shopper's thumb held before a scanning machine will be as good as a bank draft. If the independent department store is to *grow*, its thinking must be as bold and as modern as that sort of concept. If it isn't that bold, it won't even survive as an independent. #

Agencies Ask Us . . .

Selling Freedom Is a Marketing Job

By Kenneth Groesbeck
Advertising Agency Consultant

I suppose all of us look at national policy problems through the eyes of our own professions. The physician thinks in terms of his country's pulse and its blood pressure. The lawyer looks for precedents, and for sound evidence. The physicist may well be seeing our nation as an atomic structure. So the advertising man may be forgiven if he sees such an emergency as now confronts us in the practical terms of a business marketing problem.

Kenneth Groesbeck

Thinking along these lines:

Our country has a product to sell to the world.

This product is freedom.

If we succeed in selling the world on the desirability of our way of life, against whatever other ways of life are offered by the Communists, for example, we are likely to survive.

If we fail to make this sale, we are in grave danger of ultimate extermination, and the free world along with us.

■ It is heartening to note the growing realization by the present administration, of this basic fact. It is equally encouraging to see that the essence of the problem is being pin-pointed as "how an open, non-conspiratorial society, with a free press, skeptical of secret government activities and power, can compete effectively with a secret and conspiratorial society using all the instruments of subversion without having to answer to its own public opinion" (*New York Times* April 24, 1961).

It should be well known to all of us that Communists do not have to tell the truth, fulfill their agreements, or in any way abide by the morality and obligations generally recognized by civilized peoples.

Thus, quoting false social security numbers to prove an American citizen has invaded Cuba is quite all right, provided they can get away with it. As is exhibiting photographs of "an American tank wrecked in the invasion of Cuba," later proved to be Russian. These falsifications in the world showcase of the United Nations, obligingly made available to them by the money and facilities provided largely by the United States.

Said our President, referring to these tactics, in his news conference of April 21, "I don't feel satisfied that we have an effective answer yet." So how can he find it?

■ As all students of marketing know, the first step is defining the problem. After years of refusal to do so, our country is now doing just this.

Further thinking along these practical lines will bring the intelligent young minds now running the country to the following conclusions, whether they express them in marketing terms, as I am trying to do, or in other more formal and less understandable language:

That to succeed in selling freedom to our people and the world, we need a good product, well packaged, priced right, and described in words people will understand and believe.

Freedom is a good product. We don't need to research that, do we? And it is

Rolling wheels symbolize the capacity of America's thriving truck and bus fleets to move goods and passengers. **COMMERCIAL CAR JOURNAL,** one of 19 Chilton business magazines, locates and sells the all-important segment of this market — those who operate and maintain self-serviced fleets. **CHILTON COMPANY, Chestnut and 56th Sts., Philadelphia 39, Pa.**

worth what it costs.

To date, this fine product has been very badly packaged. It has been wrapped in the gold paper of corporate profits, seen by too many as a way of life in which the rich get richer and the poor get poorer.

■ Modern packaging of freedom would insist on a visibility panel through which the contents may be seen clearly. Thus when communist propaganda calls those contents imperialism or colonialism, shoppers in the "Supermarket of the World" can see the lie refuted, with their own eyes.

A very nice problem indeed, how to package freedom so its true nature and desirability are at once evident. Is this problem too difficult for our country, said to be the leader of the world in selling as well as in production? Surely not, provided we see it straight.

We have tried the device of enclosing premiums in freedom's package. All the money we have so generously handed out to other nations has been for the purpose of restoring trade and making the rest of the world think well of us.

Economically, the policy may well have been justified. But as a method of selling our way of life, we must admit, must we not, that these premiums have failed of their purpose? Must we not agree that the world's impoverished peoples have largely taken our largesse for granted? "Why shouldn't they give us money? They have all there is of it?" Has this not been their reaction?

Finally, in our marketing analogy, we have spoken of the need for using only language ordinary persons can understand and believe.

This is of surpassing importance in the selling of freedom, in print, by radio and television, by all our many methods of communication. Against shrewd and unscrupulous communist propaganda, our only hope is stark truth, so simply and honestly expressed that it cannot fail to be believed.

This marketing lesson is hard for our intellectual leaders to learn. They too often talk over our heads. This is simply fatal.

All great salesmen, and all great national leaders, understand that to communicate with the people, you must learn to speak their language.

Thus Lincoln: "The house divided against itself cannot stand," utilizing the Bible, as he so often did.

And Churchill: "I offer you blood, sweat and tears."

And our own FDR, "We have nothing to fear but fear itself."

■ Am I being too critical when I venture to suggest to Mr. Kennedy that his biting answer to Mr. Khrushchev refusing to be lectured by one who stands "on the bloody streets of Budapest" would have been more easily understood had he realized that Budapest to most of our people does not necessarily mean Hungary?

Americans are well aware of the murderous suppression of Hungary by the Communists. Most of them, however, never heard of Budapest.

If you don't agree, stand on any street corner in our country and ask, "What does Budapest mean?" and see what you get.

Yes, this emergency is a marketing job.

■ It needs not only sound selling, but the smartest kind of public relations.

As we stand today, our intelligent young leaders need, and will acquire, I am sure, much more marketing "know-how," much greater ability in communications. Not only will they learn these essential lessons, but also the grim business fact; "A good product is not enough to assure success. It has to be sold." #

What's Doing on the Legal Front . . .

Consumer Research Helps Seven-Up Win Trademark Infringement Litigation

By Sidney A. Diamond
Member of the New York Bar

A federal judge in Chicago has ruled that "Fizz Up" infringes the trademark "7-Up." This decision is the latest in a long series of legal proceedings brought by the Seven-Up Co. in recent years to protect its valuable brand name. ("'7-Up': A Case History of Brand Name Protection," AA, Dec. 14, 1959.) The most noteworthy feature of the "Fizz Up" case is the use of marketing research techniques to produce evidence of consumer confusion.

Sidney A. Diamond

The defending party at one time had used "1-Up" as a trademark for a lemon-lime carbonated beverage. In 1958, it bought the rights to the trademark "Fizz Up" along with an inventory of bottles, labels, cartons, cases, crowns and display materials from another bottler in Chicago. The latter had been warned by the Seven-Up Co., but there was no evidence that the purchaser had any knowledge of that incident.

■ At any rate, "7-Up" had been on the market since 1928 and nobody doubted its wide public acceptance, helped along by advertising expenditures in excess of $50,000,000. The judge decided that "Fizz Up" was so much like "7-Up" that confusion and mistake among purchasers was likely. He found also that "Fizz Up" was displayed in a manner that closely resembled the over-all appearance of the "7-Up" labels, cartons, bottles, crowns and cases. These conclusions by themselves would have been ample basis for a decision that "Fizz Up" was an infringing trademark, but the judge obviously was impressed greatly by the additional evidence of actual confusion presented by the Seven-Up Co. in the form of two different consumer research projects.

■ The first of these was a survey conducted under the direction of Prof. Steuart Henderson Britt of Northwestern University. This was a consumer reaction test consisting of a series of sidewalk interviews at nine different locations in Chicago. The judge's opinion states that the sample was "stratified and randomized." It is understood that the city was divided into areas on the basis of existing statistical information concerning socio-economic levels; that the number of persons interviewed in each area was determined in proportion to population concentration; and that the proper proportion in relation to population figures was allocated between the sexes and to various age groups. Finally, every third passer-by was interviewed until the prescribed number at each location had been reached.

The total number of respondents interviewed in this test was 999. The breakdown shows 48.0% males, 51.2% females and 0.8% not recorded.

■ The questionnaire was simple in design. Each respondent was asked, "Do you ever buy soft drinks for yourself or your family?" He then was handed a bottle of "Fizz Up" and asked, "Have you ever bought this brand?" (If he failed to take the bottle, it was held up in front of him by the interviewer.) The next question was, "What soft drink company do you believe puts it out?" and the interviewer was instructed to record the answer verbatim. The only other question was a request for the respondent's name and address.

Of the 999 respondents, 250 (or 25.0%) answered "7-Up" or "I believe 7-Up" when asked what soft drink company put out the "Fizz Up" product displayed to them. An additional 8.1% of respondents indicated some degree of indefinite connection with the Seven-Up Co., answering along the lines of "Is it 7-Up?" or "I would guess 7-Up."

■ As might be anticipated, the largest group didn't know who put out "Fizz Up." This classification accounted for 51.3% of the respondents. Practically all the remaining persons interviewed gave specific answers, some of which probably were rather surprising to the parties involved. For example, no less than 65 individuals out of this group of 148 answered either "Coca-Cola" or "Pepsi-Cola." The next most popular candidate was "Canada Dry." A considerable number of companies received one vote each, including "Dr. Pepper," "Hires" and "A&P."

Professor Britt's testimony explaining the consumer reaction test runs to several hundred pages in the typewritten transcript of the trial. In addition, both a supervisor and an interviewer testified about the way in which the test had been conducted, and all the interviews were put into evidence as exhibits along with a tabulation of the results.

■ Evidence of this general type has been used in trademark infringement cases before. The presentation of the second consumer research project, however, is believed to be unique. This evidence was secured by one of 7-Up's lawyers by interviewing shoppers in a supermarket. The unique feature is that the interviews were recorded by a concealed sound motion picture camera and projected in court as part of the trial.

These interviews were conducted in the immediate vicinity of a "Fizz Up" display in the supermarket. Each person who passed the place where the lawyer had stationed himself was handed a bottle of "Fizz Up" and asked, "What soft drink company do you believe puts out this drink, 'Fizz Up'?" Out of a total of 232 interviews, 86 respondents answered "7-Up."

The individual who operated the camera took the witness stand to explain the technical details of the equipment and the manner in which it was concealed. He verified the fact that the interviews were recorded accurately, but also explained the technical difficulties he had experienced which resulted in the partial or total loss of a number of interviews that actually had been conducted. These problems with the equipment ranged from running out of film at inconvenient times to inexplicable loss or garbling of the sound. In addition, the camera jammed on several occasions and it was necessary to call in representatives of the manufacturer of the equipment. Only the recognizable interviews shown in the courtroom were included in the tabulated results, which indicated that 37.0% of the respondents believed "Fizz Up" was a product of the Seven-Up Co.

■ The judge summed up the evidence as follows: "Both the reaction tests and the movie interviews produced credible evidence of confusion on the part of a substantial percentage of the approximately 1,000 persons interviewed in the reaction tests and of the large number of those interviewed in the supermarket in the Homewood area as reflected by the movie and that such interviews were truly reported in plaintiff's evidence; from all of plaintiff's evidence aforesaid the court finds that the use by the defendants of the accused trademark in marketing their product has caused, and is likely to cause, confusion or mistake and to deceive purchasers as to the source of defendants' goods and to cause a substantial percentage of purchasers to believe that defendants' product was actually produced by plaintiff."

Lawyers reading this column may be curious about how the motion pictures got into evidence. The defendants objected on the ground that the filmed interviews were hearsay and that they would be deprived of the opportunity of cross-examining the persons appearing on the screen. Counsel for Seven-Up responded with the statement that they were not trying to prove the truth of what the respondents stated; their claim was not that "Fizz Up" actually was put out by the Seven-Up Co. The purpose of the motion pictures, they argued, was simply to demonstrate the reaction of the persons interviewed in the atmosphere of the grocery store itself when presented with the allegedly infringing product. With that explanation, the judge overruled the objection and accepted the evidence.

As usual, it is proper to point out that this decision is subject to appeal and possible reversal. If sustained, it is likely to have an important influence on trial techniques in trademark infringement cases. #

What They Were Saying 25 Years Ago . . .

Mark Eisner, lawyer and chairman of the Board of Higher Education of New York City, speaking before a class in advertising and selling, sponsored by the Advertising Club of New York (AA, March 9, 1936):

"The other day I read what I thought to be the crowning achievement of imbecility in advertising. If it is successful, then I shudder to think of the mentality of the masses attracted by the argument.

"This advertising announces that the particular brand of cigarets which sponsored it contains 'less acid in every puff,' the inference being that other brands contain more. How much less acid—whether or not the quality can be measured in appreciable amounts—we are not told. Whether the human system absorbs any of this acid or not is also the copywriter's secret. Whether, if we did absorb it, it would be harmful, is another question mark."

Edward A. Filene, Boston department store magnate, speaking to the International Assn. of Sales Executives in New York (AA, April 6, 1936):

"Instead of worrying over the rise of 'these consumer cooperatives, business men who keep abreast of business change will welcome them as reinforcements in the struggle against depression, and as insurance for the continuance of our capitalistic business system . . . If these consumer cooperatives give more service to masses of consumers than they could otherwise get, they may prove to be the very salvation of our business system, a bulwark of defense against socialism, communism, and dead, dull bureaucratic operation of industry, whether by the government or by short-sighted capitalistic cartels." #

PHOTO BY CORRY

Concentrated COVERAGE where it counts...

Whether on the beach or inside advertising and media departments, it naturally takes serious deliberations to determine precisely where additional COVERAGE is needed most.

Within the pivotal markets of New York, Chicago and Philadelphia — which account for 19% of total U. S. Effective Buying Income — the competition for consumers' attention and share of spendable income is an important factor in causing family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV to thin out. To produce maximum sales at greatest profit in these huge sales areas, *there is no substitute* for FIRST 3 MARKETS' dominant 54% COVERAGE of all families.

In addition, the finest Rotogravure and Colorgravure reproduction in the FIRST Sections of the FIRST Newspapers of the FIRST 3 Cities assures you maximum package and product EYEdentification.

To make your advertising sell *more* where *more* is sold, Concentrate COVERAGE where it counts . . . with FIRST 3 MARKETS GROUP.

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine
Chicago Sunday Tribune Magazine
Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, SUperior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

Sullivan Joins 'Holiday'

Richard K. Sullivan has been appointed associate manager of *Holiday* in Chicago, a new post. He has been a salesman with the magazine since 1954.

5¢ Switchboard Gadget

for holding busy lines and while people are paged.

P B X Busy Tags

Invented by a board operator for notation when holding a busy line. Used from Coast to Coast. Reusable many times. Tell your operator about this. Send for free sample.

Busy Tags, Kentfield, Calif.

P B X Busy Tags.
$5.00 a hundred postpaid.
Check with order.

Off Beaten Track, Swink Agency Keeps Adding Clients, Billing

(Continued from Page 3)

hiking billings at least 10% in every year but two (the average annual gain has been 16.7%). The agency has shown a profit every year since its founding.

■ What's it like to run a $3,500,000 agency in Marion, O.?

"Our location is no handicap," Mr. Swink declared. "We think it's an advantage. We have accounts in Cleveland, Van Wert, Columbus, Warren, Mansfield, Lancaster, Lima—all over the state, and as far away as Toronto, Canada, and Deerfield, Mich. Ohio has fine roads, so we can drive to any part of the state in two or three hours. And we're only a two-hour flight from New York and Chicago."

He considers Marion a convenient central location small enough to avoid identifying the agency as a "Cleveland agency" or a "Columbus agency" and yet keeping it "geographically flexible, free to grow in all directions."

Swink has only one client in Marion—a local bank. Having all accounts but one located in other cities is considered an advantage that frees the account executive from trivial interruptions and encourages him to organize the work and client meetings on a regular schedule.

■ When Howard Swink graduated from Ohio Wesleyan University in 1923 he joined Standard Accident Insurance Co., Detroit, as a trainee in management and marketing. His heart was set on a job in the advertising department, but after six months of training he was assigned to sales. He found sales work interesting enough, but advertising still called, so he pulled stakes, sent job application letters to various Central Ohio agencies and wound up at Maish.

INTERCHANGE—*Swapping ideas, Marion Burton (left), who handles industrial accounts, confers with Paul Kohler, vp and consumer expert.*

Mr. Swink recalls getting up his own agency in 1937 in a three-room office in downtown Marion: "I had worked as an account executive in a copy-contact agency for 13 years, so my first act as my own boss was to hire a copywriter. I was determined to build a compartmentalized organization right from the start."

Today the agency has 50 employes serving 30 clients. Four of the original five clients—Hinde & Dauch Division of West Virginia Pulp & Paper Co., Sandusky, O.; Hinde & Dauch Ltd., Toronto, Canada; Central Mutual Insurance Co., Van Wert, O.; and Plymouth Locomotive Works, Plymouth, O. —are still with the agency, accounting for $450,000 of the agency's current billing.

ART AND COFFEE—*Don Yoder (right), vp who heads 11-man art department, mulls over a layout with his assistant, Jack Davis.*

■ The agency's 30 clients represent many different industries, but can be divided almost evenly between consumer and industrial accounts. They range in size from $40,000 to more than $400,000 in billings, with no client representing more than 12% of the agency's total business.

Because most of the companies served by the agency have no advertising departments, the agency is called upon to produce all kinds of collateral material—everything from direct mail to sales presenta-

(Continued on Page 94)

your ads in the Yellow Pages sell him when he's ready to buy

Your print and broadcast advertising sets him up—but the Yellow Pages delivers the final *selling* punch! Here's the perfect opportunity to influence "ready-to-buy" prospects with your *selling message*—right at the moment they're making a buying decision.

National Yellow Pages Service makes it easy. Lets you select any combination of 4,000 Yellow Pages directories to cover your precise market, whether it's national, regional or selected areas. And one contact, one contract, one monthly bill will take care of everything.

For full information on how you can complete your *selling* advertising program and complete more sales, contact your National Yellow Pages Service representative through your Bell Telephone Business Office.

NATIONAL-YELLOW PAGES SERVICE

ONE CONTACT/ONE CONTRACT/ONE MONTHLY BILL

Cony of Wall Street Journal Awarded Pulitzer Prize for National Reporting

By a WALL STREET JOURNAL *Staff Reporter*

NEW YORK Edward R. Cony, a news editor of The Wall Street Journal, was awarded the Pulitzer prize for reporting of national affairs for "his analysis of a timber transaction which drew the attention of the public to problems of business ethics."

The award winning article, which appeared on August 15, 1960, described how officers and directors of Georgia-Pacific Corp., a large timber and plywood concern, engaged in personal outside transactions with the company.

Other awards in the journalism field included: Amarillo, Texas Globe-Times for meritorious public service for exposing a breakdown in local law enforcement; Lynn Heinzerling of the Associated Press for international reporting for coverage of the Congo crisis "under extraordinarily difficult conditions"; William J. Dorvillier of the San Juan, P.R., Star, editorial writing; Carey Orr of the Chicago Tribune, cartoons; Sanche de Gramont of the New York Herald Tribune, and Edgar May of the Buffalo Evening News, both for local reporting, and Yasushi Nagao of the Mainichi Newspapers, Tokyo, news photography.

The awards in journalism carry a $1,000 prize.

In his prize winning story, Mr. Cony disclosed that Carrol Shanks, then president of Prudential Insurance Co. of America, was in position to make a substantial saving in his income taxes as a result of a personal transaction with Georgia-Pacific. At the time, Mr. Shanks was a director of Georgia-Pacific, which had received over $50 million of loans from Prudential over a five-year period.

The article told how Mr. Shanks had purchased 13,000 acres of Oregon timberland and then immediately sold it to Georgia-Pacific for the same price he paid for it, plus costs of financing the transaction. Mr. Shanks financed the purchase with a $3.9 million bank loan. Since interest on this loan would be tax deductible, it was estimated that Mr. Shanks might save as much as $400,000 on his tax bill over the five-year life of the loan.

Mr. Shanks, while maintaining there was nothing unethical about the transaction, subsequently disposed of his interest in the financing and resigned from Prudential, citing as a reason "my highly publicized personal transaction" with Georgia-Pacific.

The story also revealed the personal dealings which Owen Cheatham, chairman, and John Brandis, senior vice president, of Georgia-Pacific, had had with the company.

Shortly after the story appeared, Georgia-Pacific announced it had acquired Plywood Products Corp., a plywood concern which had been owned principally by Mr. Brandis, trusts settled by him and members of his family. The Wall Street Journal story had detailed Plywood Products' extensive business dealings with Georgia-Pacific. Georgia-Pacific is currently facing a stockholder suit which charges, among other things, that when Georgia-Pacific acquired Plywood Products it paid Mr. Brandis and his associates a price excessive "by at least $2 million."

Mr. Cony, in addition to interviewing Mr. Shanks in New Jersey and Georgia-Pacific officials in Oregon, spent many hours probing records in New York and numerous county seats in Oregon. Ray Schrick, manager of The Wall Street Journal's Portland bureau, aided Mr. Cony with research and reporting on the Oregon phase of the story.

Mr. Cony, who started his journalistic career with the Portland Oregonian, joined The Wall Street Journal in 1953 as a member of its San Francisco bureau. Two years later he was made manager of the paper's Los Angeles bureau, and in 1957 took over as head of the Journal's Jacksonville, Fla., office.

In addition to covering business and industrial news throughout the southeast, Mr. Cony wrote many articles on school integration in the South. He also was on the scene in Cuba when the Castro forces overthrew the Batista regime.

Mr. Cony was brought to the New York office in 1960 and made a news editor.

Born in Augusta, Maine, on March 15, 1923, Mr. Cony received a bachelor of arts degree in political science from Reed College, Portland, Ore. He also holds a master of arts degree in journalism, obtained at Stanford University in 1951.

despite a recent company statement that "because of increased demand" for copper it had

...A superior editorial product is what makes a superior advertising medium to the men everywhere who get ahead in business.

Swink Agency . . .

tions—in addition to placing consumer, trade and industrial space advertising.

Client loyalty is good. The agency's accounts have been in the house an average of nine years; six have been clients for more than 20 years; and five for more than 15.

■ The agency is aggressive in seeking new accounts. It has a fulltime new business man who spearheads all new business efforts, makes calls on prospects and supervises the preparation of agency presentations. He has the use of the agency's key creative people in the development of solicitation materials.

"We have obtained important accounts over the transom," Mr. Swink commented, "but an agency

MEDIA MAN—*Media department is headed by Milt Krist, who joined Swink in 1956 after 14 years with Fuller & Smith & Ross, Cleveland.*

of our size and location can't afford to sit back and wait for new clients to knock on the door.

"Why do we have a fulltime new business man? Because (1) it's unfair to our present clients to assign new business to an account executive as an additional duty and (2) new business always seems to get a low priority when it must compete with present clients for time and attention."

Since last October, Swink has added five new accounts with total billing of about $600,000.

■ Swink handles its own promotion, including direct mail, brochures and folders, as a separate agency account. "I'm the client," Mr. Swink observed, "and a pretty touchy one, too. Our new business man is the account executive, the creative director is the copywriter and an art director does the graphic work. We try to maintain one integrated visual and copy approach throughout all our promotion material in an effort to project the image of substantial but creative organization. Our budget is modest—we're our own smallest account—but we have high standards."

The agency has promoted itself consistently ever since its beginning, using direct mail as the principal medium of reaching prospective accounts. Mr. Swink has written a personal letter to key prospects every month since 1937. The April letter was No. 288 in this unbroken series.

"Many agencies our size seem to be able to function with a copy-contact system," Mr. Swink said, "but we believe in combining the talents of specialists rather than in relying on one man to do all the work on an account. We believe that every agency activity—account supervision, copy, art, media and research, production—is a fulltime job for people with special talents in each area. Of course, this system puts heavy emphasis on teamwork and intra-agency communication. But we find that it fosters a spirit of cooperation—and helps each individual to perfect his own talents and make a more effective contribution."

■ The agency's 30 clients are divided among seven account executives, according to each man's background and experience. Account executives have full responsibility for supervising all work on the accounts they service, for keeping the client happy with the agency's services, and for interpreting the client's requirements to other agency people. They are supported by an informal team composed of writers and artists, supplemented as needed by other creative and administrative people.

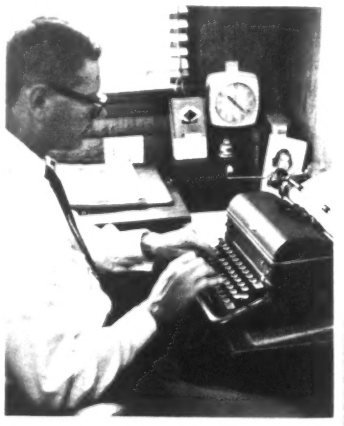
The copy department consists of nine writers under the supervision of a vp and department manager. He is responsible for all personnel matters, for assignment of writers to specific accounts and for the regulation of each man's work load. A creative director assists him in the maintenance of good creative standards and works with individual writers in the development of basic campaign ideas.

■ Swink has an exceptionally large art department for an agency its size: four art directors (one is vp in charge of the department) and seven artists. "We use studios and free lance people all over the country," Mr. Swink explained, "but because none of them are close by, we must do a great deal of minor finished art, retouching and mechanical work, as well as layout. In effect, we maintain our own studio right here in the building. And because our clients do little radio and tv, almost every job requires art work of some sort. That's another reason why we have so many artists on our staff."

PROBLEM—*Jack Lord (left), account executive, discusses layout problem with Del Martin, art director.*

PLANNING SESSION—*Discussing a client's new campaign, Swink plans group are (clockwise around the table) Marion Burton, account executive; Jim McNoldy, vp, copy; Dick Fisher, creative director; Howard Swink, president; Don Yoder, vp, art; Jack Lord, account executive; Milt Krist, media director; and Blaine Gutermuth, art director.*

The agency has separate media and production staffs to handle the details. The media director and his department interview all publication representatives, evaluate media and prepare formal recommendations for each client. The production director and his staff maintain control of every job to see that deadlines are met, deliveries are made, and costs are kept in line. Unlike some similar size agencies, Swink has no captive print shop, so the production department is free to deal with outside suppliers on a competitive bid basis.



COPY HEAD—*Swink's nine-man copy department is supervised by Jim McNoldy, vp, who also writes for specific accounts.*

Swink is a member of the National Advertising Agency Network and its companion organization, Market Development Associates. Swink, working in cooperation with other agency members and their research departments, uses MDA to obtain market data, conduct interviews with dealers and distributors and provide on-the-spot coverage of any client activity in leading markets of the U.S., Canada, Puerto Rico, Hawaii and Australia.

■ The agency has been able to attract employes from far and wide. Only one of 29 male employes is originally from Marion, and only a few are even native Ohioans. Most of them came from larger cities and larger agencies or companies. Some came, attracted by the challenge of helping to build a good-size agency in the hinterlands; others came, attracted by the mode of small city living (including attractive residential sections five minutes from the office, and a golf course and swimming pool ten minutes away).

■ Besides what to many people people is a novel way of living, Howard Swink offers other inducements to attract and keep good admen: Employes share in the profits through a pension plan that also provides life insurance, and they have group hospital, accident and sickness insurance plans and other fringe benefits found in large agencies. Key employes become stockholders under a restricted stock purchase plan, which means that the company will always be owned by active employes only. Currently there are seven stockholders and rarely does a stockholder sell. The agency's book value has increased for 23 consecutive years.

Mr. Swink summed up his personnel policy:

"It's really very easy to build a strong agency. Just hire the best people you can find—and do everything possible to keep them. That's an oversimplification, of course, but we're no different from any other company selling an intangible product. We rely on our people to produce ideas. We rely on our people to sell ideas."

■ The agency added five new employes in 1960 and tries hard not to lose any. Among the top personnel is Paul Kohler, vp and account executive, who supervises work on major consumer accounts such as Marsh Wall Products and Dominion Electric. Before joining Swink in 1948, he was a Westinghouse advertising manager in Springfield, Mass.

Others include Jim McNoldy, vp and copy chief (formerly of Kane Advertising, Bloomington, Ill.), who supervises the nine-man copy department and writes on several major accounts; Don Yoder, vp and manager of the art department, who came to Swink in 1950 from Wade Agency, Ft. Wayne, where he was an art director, and Gene Poling, vp and account executive on several key consumer and industrial accounts, who joined the agency in 1951 after three years in Procter & Gamble's advertising and sales division.

Jack Lord, vp and account executive on three accounts, is a direct mail specialist and was formerly associate managing director of the Direct Mail Advertising Assn. Marion Burton, vp and account executive, handles accounts in the construction equipment, plumbing, heating and air conditioning fields.

DEADLINE MAN—*Steve Roth (left), production director who expedites space and collateral at Swink, confers with Gene Poling, account executive.*

With these key people, Mr. Swink sticks to his traditional goal of a 10% billing increase each year, at the same time pointing out that the larger the agency grows, the larger that 10% increase becomes—and the tougher it is to attain. But 10% it is. #

NCA Elects 1961 Slate

Newspaper Color Advertising, New York, has elected its 1961 officers and directors. They are George Akerson, assistant publisher of the *Boston Herald-Traveler*, chairman; Harold H. Jaeger of NCA who is also general manager, president; John W. Sweetman, publisher of the *Washington Post*, chairman of the executive committee; John Moffett, vp and ad director of the *Minneapolis Star & Tribune*, vp; Rufus Doig, president of O'Mara & Ormsbee, vp and director; and Fred Stapleford, business manager of the *Philadelphia Inquirer*, secretary-treasurer.

Holiday-minded Latin Americans throng the sunny beaches of Argentina's famed Mar del Plata.

IN LATIN AMERICA...

growing numbers are claiming their place in the sun. Shorter working hours, better working conditions, higher pay scales are making for a higher standard of living for more and more Latin Americans. Today, they not only have more leisure time but also the wherewithal to enjoy it. That's why crowded beaches, parks and mountain resorts are all symbols of the growth, progress and future of the South American continent.

Latin Americans have a LIFE of their own—LIFE EN ESPAÑOL—in their own spirit, in their own idiom. LIFE EN ESPAÑOL plays a large role in the growth of Latin America with its circulation of 390,000* and more than three million readers each issue. These readers—the great majority leaders in business, government and community life—look to LIFE EN ESPAÑOL for a clear, colorful, comprehensive picture of their hemisphere and their world. They are your best customers in Latin America . . . and you can reach them best in LIFE EN ESPAÑOL, the most influential editorial voice in the Spanish-speaking world.

LIFE
EN ESPAÑOL

Rockefeller Center
New York 20, N. Y.

*And *four* effective ways of using it. LIFE EN ESPAÑOL provides four different editions to pinpoint your market: the edition for all of Latin America, and regional editions for the Caribbean area, Mexico, and all but Mexico.

Photographed for LIFE EN ESPAÑOL by Dmitri Kessel.

Pillsbury Tests 2 New Mixes

Savory noodle and Spanish rice casserole mixes are being test marketed by Pillsbury Co., Minneapolis, in Davenport, Green Bay, and Peoria, Ill. The only advertising support has been b&w or duotone local newspaper ads on an occasional basis. The company will continue testing "for some time" and has no present plans for national distribution. Campbell-Mithun is the agency.

Young Joins Gray & Rogers

Kenneth Young has joined the account executive staff of Gray & Rogers, Philadelphia. He formerly was a vp of Fletcher Richards, Calkins & Holden, New York.

Food Advertising Returns

An analysis of coupon returns for five food advertisers in four New York papers shows:

The Mirror		Three Evening Papers		
Per Cent Total Cost	17.2	16.4	19.1	13.1
Per Cent Total Returns	20.5	9.6	13.2	10.5
Per Cent Total Circ.	21.6	14.5	11.5	8.4
Average Cost per Coupon	$1.41	$2.83	$2.41	$2.06

If you are advertising grocery products in the New York market

Make The Mirror a MUST!

Collins Shuman Hayes Morse

AG TALK—*Harold Hayes, Fuller & Smith & Ross and president of the Chicago Area Agricultural Assn., chats with Charles B. Shuman, president of the American Farm Bureau Federation, and True D. Morse, former Under Secretary of Agriculture, at the CAAA's second annual Farmarketing in the '60s seminar. D. R. (Spec) Collins, Marsteller, Rickard, Gebhardt & Reed and seminar chairman, chats with others at the speakers' table.*

Bjorkholm Sneyd Fonda

FARM MARKETERS—*Morris Fonda, A. O. Smith Corp. and one of the panel members at the CAAA's Farmarketing seminar, answers questions of Lowell Sneyd, A. O. Smith Corp., and Jack Bjorkholm, Hoffman, York, Paulson & Gerlach (AA, May 8).*

Dole Stockholders O.K. Merger

Dole Corp. stockholders have approved the merger of the company into Castle & Cooke Inc., Honolulu. Castle & Cooke stockholders voted May 1 on a proposal to merge Dole and Columbia River Packers Assn. into Castle & Cooke, and Columbia River shareholders will vote on the merger May 8. If the move is completed, the resulting corporation will have total assets of about $117,000,000. The new subsidiaries, Dole and Bumble Bee Seafoods (the proposed new name of CRPA), will continue present operations.

Home Furnishings Pavilion Set

The Pavilion of American Interiors, a showcase for American home furnishings, has been announced for the 1964-'65 World's Fair in New York. A three-story building is planned for exhibits by manufacturers of furniture, floor coverings, lamps, draperies and accessories. No retailing will be permitted, and no space will be leased to retailers. Fair visitors will be charged an admission fee of 50¢ to the pavilion. Alfred Auerbach Associates, New York, is handling advertising; Harold J. Siesel Co., the publicity.

'Playboy' Moves Ad Offices

Midwestern advertising offices of *Playboy* and its forthcoming sister publication, *Show Business Illustrated*, which will be launched in the fall, have moved to new offices at 155 E. Ohio St., Chicago. *Playboy's* Chicago operations are now based in five buildings.

Films Five Formed

Films Five has been formed at 18 E. 50th St., New York, for the production of tv commercials. Nicholas D. Newton, formerly sales manager of Bill Sturn Studios, has been named president and director of sales of the company.

Coming Conventions

•Indicates first listing in this column.

May 21-24. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 25-28. Federation of Canadian Advertising and Sales Clubs, 14th annual conference, Ottawa, Ont.

May 27-31. Advertising Federation of America, 57th annual convention, Park Sheraton Hotel, Washington, D. C.

•June 7-8. Sixth annual Circulation Seminar for Business Publications, Pick Congress Hotel, Chicago.

June 11-14. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 11-14. National Assn. of Direct Selling Companies, 47th annual convention, La Salle Hotel, Chicago.

June 11-23. Advertising Federation of America, third annual management seminar in advertising and marketing, Chatham Bars Inn, Cape Cod, Mass.

June 12-14. Poster Advertising Assn. of Canada, Chantecler Hotel, Ste. Adele, P.Q., Canada.

June 19-21. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

June 21-24. Trans-America Advertising Agency Network, annual meeting, Sheraton-Plaza Hotel, Boston.

June 21-25. National Editorial Assn., annual convention, Hotel Utah, Salt Lake City.

June 25-28. Annual sales promotion convention, National Retail Merchants Assn., Mount Washington Hotel, Bretton Woods, N.H.

June 25-28. New England Newspaper Advertising Executives Assn., summer meeting, Mount Washington Hotel, Bretton Woods, N. H.

June 25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 25-29. National Advertising Agency Network, annual management conference, Broadmoor Hotel, Colorado Springs.

June 25-29. American Academy of Advertising, annual meeting, University of Washington, Seattle.

July 9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Aug. 1-4. Fourth annual Advertising Age Creative Workshop, Palmer House, Chicago.

Aug. 18-19. Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N. C.

Sept. 8-10. Iowa Daily Press Assn., annual meeting, Hotel Savery, Des Moines.

Sept. 11-17. Affiliated Advertising Agencies Network, 17th annual international meeting, Sheraton-Blackstone Hotel, Chicago.

Sept. 20-22. International Advertising Assn., European Conference, Madrid.

Sept. 21-23. Advertising Federation of America, 10th district convention, Hotel Mayo, Tulsa.

Sept. 30-Oct. 1. Ohio Daily Newspaper Advertising Executives Assn., annual advertising clinic, Fort Hayes Hotel, Columbus, O.

Oct. 10-13. Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York City.

Oct. 12-14. National Editorial Assn., annual fall meeting, Pick-Congress Hotel, Chicago.

Oct. 16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 22-27. Outdoor Advertising Assn. of America, Diplomat Hotel, Hollywood-By-The-Sea, Fla.

Oct. 28-31. National Automatic Merchandising Assn., convention and exhibit, Conrad Hilton Hotel, Chicago.

Nov. 2-4. Assn. of National Advertisers, annual national meeting, The Homestead, Hot Springs, Va.

Nov. 6-8. Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

Nov. 7-9. Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago.

Nov. 15-17. Television Bureau of Advertising, annual meeting, Statler-Hilton, Detroit.

Commerce Dept. Names Scriven Int'l Trade Fairs Head

Edward Scriven, has been appointed director of the office of international trade fairs of the Department of Commerce, Washington. For more than 25 years he has been a top management consultant and senior executive for marketing and advertising in industry. At one time he was managing director of A. C. Nielsen, Great Britain, and vp in Nielsen's Chicago office.

Salter Joins Doner

Albert G. Salter has been appointed to the executive staff of W. B. Doner Co., Detroit. Mr. Salter, who will also serve on the agency's plans board, formerly was general sales manager of Cherry Products Sales Corp., Grand Rapids.

Shaw Advertising Changes Name; Opens Chicago Office

Shaw Advertising, Los Angeles, has changed its name to John B. Shaw Co. and has opened a Chicago office at 360 N. Michigan Ave. John Gompper, formerly district manager of *Automatic Control*, Chicago, has been named manager of the Chicago office, and John Malone, formerly market research director of Fensholt Advertising Agency, Chicago, has been named director of marketing.

Kraft Introduces Packaged Macaroni & Cheese Dinner

Kraft Foods Co., Chicago, is introducing a packaged macaroni and cheese dinner in Chicago, Houston, Cincinnati, Dayton and Pittsburgh. Color ads are being used in Sunday supplements and in newspaper food sections. Distribution will be expanded to other markets later, the company said. J. Walter Thompson Co., Chicago, is the agency.

THE SAN DIEGO UNION AND EVENING TRIBUNE

E. G. Jacobsson, 57, Package Designer, Dies of Pneumonia

HUDSON, N. Y., May 9—Edward Gustave Jacobsson, 57, for the past 12 years an independent consultant on packaging and sales promotion, died in Columbia General Hospital here May 4 of pneumonia.

Mr. Jacobsson designed the famous Tide package for Procter & Gamble; the wrapper for Rice's Blossom enriched bread for General Baking Co.; and the packages for the Borden Co.'s line of frozen foods. Borden considered that his work gave it "the finest frozen food packages in America." His other clients included Lever Bros. Co., Standard Brands, U.S. Rubber Co., American Home Foods and Corn Products Co.

He held some positive opinions on package design. He opposed making the trademark a large part of a package. "A woman in a supermarket is looking for information," he said. "What's in the package? How much trouble is it to prepare? How many servings? How much does it cost?" are questions to be answered, Mr. Jacobsson said.

■ "I have nothing against art," he said once. "I have collected enough prizes to show I'm not bad at it. I am all for it in its proper place, but it has no place in package design. A package should be purely functional. That doesn't mean a package should be unattractive. Good functional design is always attractive."

He opposed fancy lettering and meaningless decoration.

In 1952, Mr. Jacobsson started shoplifting in supermarkets with the approval of store managers. The object of his "pilfering" was to demonstrate to advertisers that packages must be designed to cut down store losses. His research led to punch-proof package flaps and other devices to prevent stealing.

Mr. Jacobsson had previously been an art director of Young & Rubicam; Maxon; Kenyon & Eckhardt; and Blackett-Sample-Hummert.

WALTER W. KEMPHERT

CLEVELAND, May 9—Walter W. Kemphert, 56, general manager and editor of *Power Transmission Design*, died here April 30 after an illness of several weeks. Before joining Industrial Publishing Corp. in November, 1960, he had been sales vp of the old Skilsaw Inc. and general manager of Turner Uni-Drive Co., Kansas City.

M. E. NICHOLS

VANCOUVER, B. C., May 9—Following a career ranging from the advertising field to publisher of the *Province*, Vancouver, B.C., M. E. Nichols, 88, died here May 3 after a lengthy illness. Mr. Nichols was one of the founders of the Canadian Press, the national cooperative news gathering agency.

He started his career as a proofreader on the *Toronto Telegram*, later serving in the advertising department. He later moved to Montreal, Ottawa and Winnipeg before joining the *Province* as managing editor and publisher. He retired from the *Province* in 1945, after a half century of newspaper work.

MRS. VONE L. O'MALLEY

ST. JOSEPH, MICH., May 9—Mrs. Vone L. O'Malley, 68, who retired last year as assistant media director of Aubrey, Finlay, Marley & Hodgson, Chicago, died May 4 in Memorial Hospital here. She had been a Chicago advertising woman for 30 years. #

Mathes Appoints Two

Kathleen M. Roddy, formerly with J. Walter Thompson Co. and McGraw-Hill Book Co., has joined the copy department of J. M. Mathes Inc., New York. Eve Thiel, a member of the Mathes account service group, has been elected a vp of the agency.

Dore Adds Gatto, Sweeney

Pat Gatto, previously with WHEN-TV, Syracuse, has been named manager of the Chicago office of Bob Dore Associates, radio-tv station representative. Jack Sweeney, formerly with Jann & Kelley, newspaper representative, has joined Dore's New York headquarters as an account executive.

Your Address Chicago's magnificent gold coast

Enjoy superlative luxury only five minutes from downtown steps from famous restaurants and exclusive North Michigan Avenue stores. Superb appointments and friendly service. Rooms, suites and apartments by the day, month or year.

Donald O. Cronin, Mgr.

LAKE SHORE DRIVE HOTEL

181 E. Lake Shore Dr. · SU 7-8500

NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO! San Diego County is among the nation's top 25 for 1960 in lumber, building materials and hardware sales*. Build your sales in this robust and rising market. Advertise in **The San Diego Union** and **Evening Tribune.**

The San Diego Union and **Evening Tribune** have a combined daily circulation exceeding 200,000 (228,437 ABC 9/30/60).

*1961 Sales Management Survey of Buying Power

COPLEY NEWSPAPERS: 15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.
(NELSON ROBERTS & ASSOCIATES)

"The Ring of Truth" Copley Newspapers

The San Diego Union | EVENING TRIBUNE

FAMILY AFFAIR—*Robert J. Terbrueggen hops to the dock while daughter Sue, 18, waits on the bow.*

Versatile Adman . . . Robert J. Terbrueggen

Every spring, Robert J. Terbrueggen, secretary-treasurer and media director of Clark & Bobertz in Detroit, is 'way ahead of the fleet of amateur sailors that the first warm day brings out of hibernation.

Mr. Terbrueggen lives his hobby the year 'round. While the "fair weather sailors" are merely waiting for the ice and snow to disappear, he is busy in a variety of ways.

For instance: Many of the weekend sailors learn their navigational skills from Mr. Terbrueggen during the pre-thaw weeks. He is a vice-commander in the Coast Guard Auxiliary and conducts an eight-week course in the principles of navigation every spring in St. Clair Shores, near Detroit. Classes range in size from 20 to 200 novice nauticos, and one year Cmdr. Terbrueggen conducted a class for 500.

"That was too many," according to the skipper. "The *Pontiac Press* sponsored the class in Pontiac, and the turnout was more than we expected." For that class, he used eight assistants.

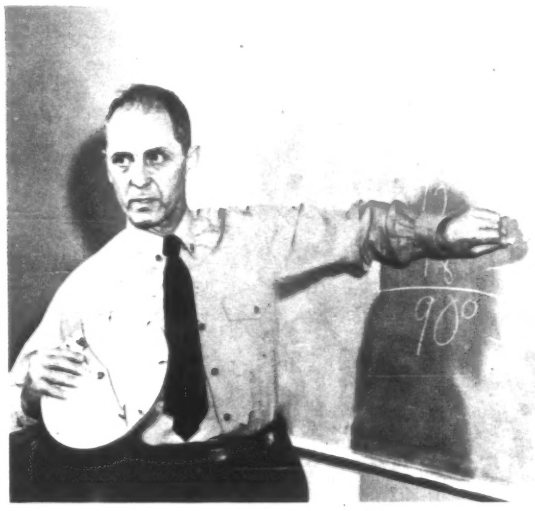
■ With the growing number of boat owners on the Great Lakes and the Detroit and St. Clair river systems, Mr. Terbrueggen thinks that a Coast Guard license program eventually will require training courses in navigation, regulations and boat handling.

All of the winter activity, however, is not in the classroom. Mr. Terbrueggen also is an avid ice boater. Skimming over the frozen surface of Lake St. Clair during winter months and plying the waters most of the year makes sailing truly a 12-month sport for him.

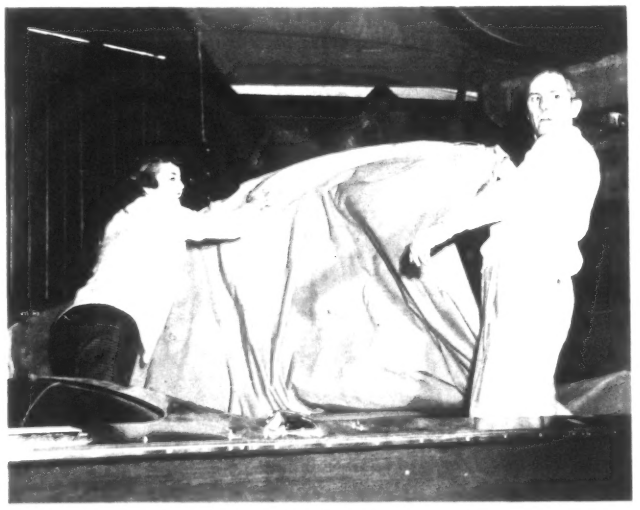
There's plenty of work in the off-season—painting, scraping, chipping, calking, etc. During the past winter, Mr. Terbrueggen has been doing double duty along this line, keeping his own craft in shape and building a dinghy for his two young sons. "Might as well have them start out the right way, handling a boat of their own," he said.

AT WORK—*Mr. Terbrueggen, secretary-treasurer of Clark & Bobertz, Detroit, is also media director of the industrial and consumer agency.*

THEIR VERY OWN—*Mr. Terbrueggen's sons, Jan, 5, and Joel, 13, are a critical crew as he tries out the mast for the dinghy he built for them. The boys will be able to wheel the midget center-boarder down to Lake St. Clair on the wagon and launch it themselves.*



TEACHER—*Mr. Terbrueggen explains a problem in navigation to his boaters' class in St. Clair Shores.*



MAKE-READY—*Mr. Terbrueggen and Sue throw the tarp off their Chris Craft to clean it out before its 1961 launching.*

Dues Dispute Is Revived as NSE Nears Convention

NEW YORK, May 9—With the annual meeting only a week off, National Sales Executives has become embroiled in a new hassle over dues.

While NSE remains officially silent, it understood that several affiliated clubs have protested in strong terms against the proposal to raise the national dues from $15 a year to $25 per person. Loudest of the protests came from the Detroit Sales Executives Club in a letter dated April 17. Other clubs opposing the increase reportedly include Chicago, Indianapolis, Memphis and Rochester.

The objections to an increase stem chiefly from a belief that "This is not the time to ask for more money." However, other causes of dissatisfaction were spelled out in the Detroit protest letter, signed by Phillip Ruprecht, local president.

The argument has also been made the occasion for a lone-wolf crusade launched by a charter member, Morris I. Pickus, calling for "a revolt against the extravagances of NSE."

Copies of Mr. Ruprecht's letter accompanied a 1,000-piece mailing that went out the weekend of April 28 from Mr. Pickus, who made a general indictment of NSE management and policies. The mailings went out to every president and officer of all sales executives clubs affiliated with NSE.

Both Mr. Ruprecht and Mr. Pickus touched on several sore points shared by some members. They included the touchy subject of the ill-starred *Salesweek*, the extent of the services offered by NSE, and the fear that local clubs would have to raise their own fees if the national dues were increased.

■ Mr. Ruprecht wrote in part: "Our objection is based on a fundamental disagreement with your basic premise that services have expanded. Our board feels they have not expanded, but, in fact, have contracted. To most members, NSE's 'services' consist of a subscription to *Salesweek*. Interesting as the publication is, it can hardly be considered to be worth $15 per year. While other materials and sales aids can be had by the member, *Salesweek* is the only thing he really gets for his dues."

■ Mr. Ruprecht's letter came a week after NSE decided to terminate *Salesweek* in its present format as of June 26. At the time, ADVERTISING AGE reported that NSE was understood to have invested $350,000 in the venture. NSE, however, subsequently stated that the figure was not accurate.

Mr. Ruprecht followed his letter to NSE with a request to his club members dated April 21 asking them to return their proxies not to NSE but to the club. "This will enable those who represent our interests at the convention to make our feelings known as a group and vote against this increase in national dues unless and until better justification is given for it," he wrote.

Mr. Pickus, however, has made the dues rumpus the occasion for a wider attack. Basically, he charged that:

The increase in dues is not necessary, and many clubs are against the plan. Besides the Detroit protest, "Other clubs have indicated in writing to headquarters that they are also against the increase of 67% in dues." He said one club had asked all members to substitute the names of their local officers and cross out the names of J. A. McInay, immediate past president and chairman of the long range planning committee, and Fred C. Emerson, president. #

Potts-Woodbury Names Lahey, Christy, Winternheimer

Al Christy has rejoined Potts-Woodbury, Kansas City, as director of radio and television. Mr. Christy, who previously had been with the agency for five years, for the past two years has been appearing on the stage in the East, and more recently on tv in Hollywood.

At the same time, Charles E. Lahey has joined the agency as an account supervisor, and Richard Winternheimer has been transferred to the Denver office as an account executive. Mr. Lahey was formerly merchandise manager of the outing products division of Coleman Co., Wichita. Mr. Winternheimer was formerly director of merchandising in Potts-Woodbury's Kansas City office.

Spot Time Sales Moves

Spot Time Sales has moved its New York headquarters to larger offices at 40 E. 49th St. The San Francisco office of the radio station representative also has moved to new quarters at 41 Sutter St. Bert Chance has been named manager of the San Francisco branch, replacing Clint Sherwood, who resigned. Mr. Chance is a former account executive with KROW (now KABL), San Francisco.

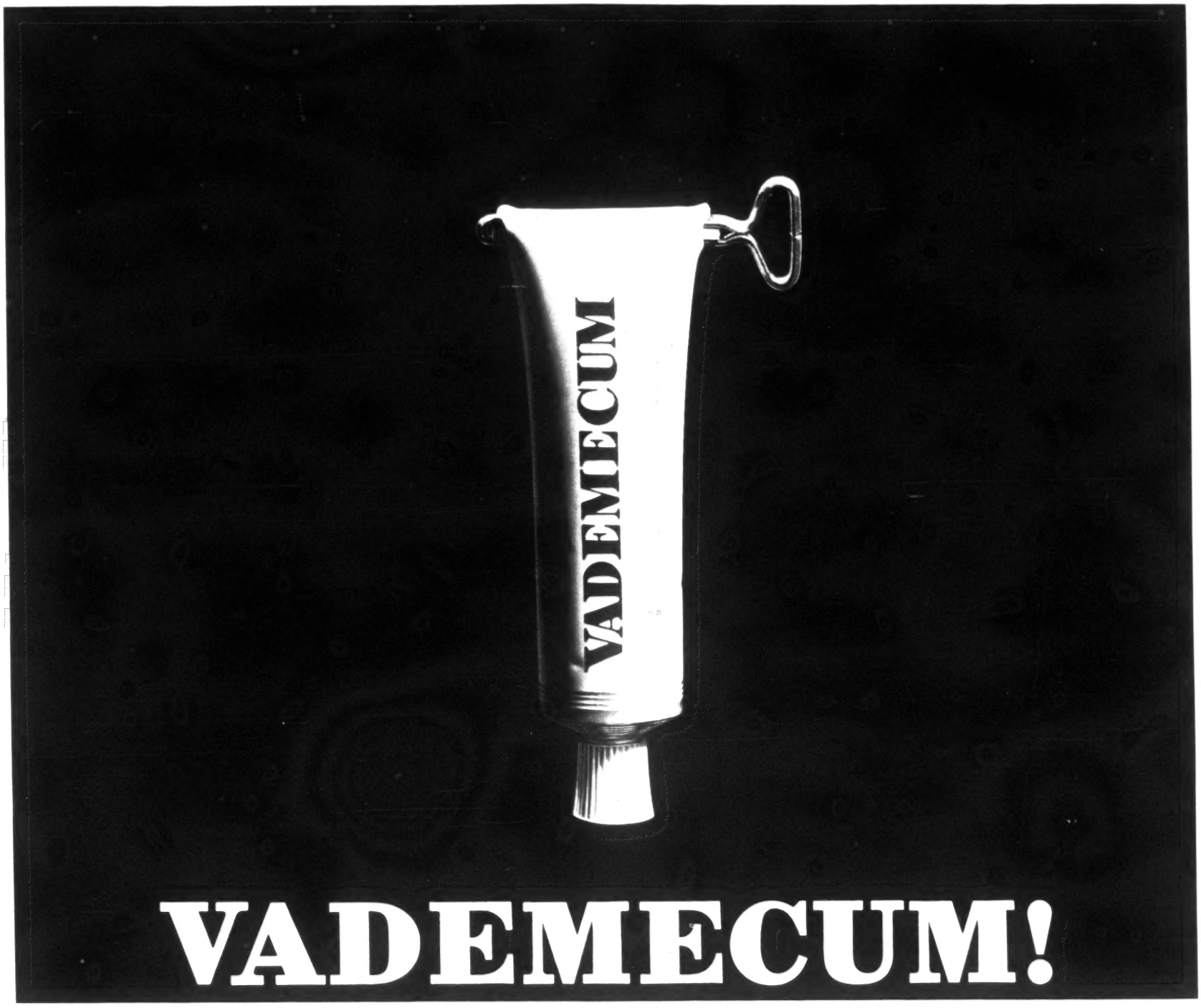
FTC Cites Croton Watch

Federal Trade Commission has charged that Croton Watch Co., New York, falsely advertised that its watches have been tested by the U.S. Navy, and that they contain a particle of atomic matter which enables them to run endlessly. FTC said neither claim is true.

Y&R Names Burkoff in Canada

Stanley T. Burkoff, formerly copy supervisor of Doyle Dane Bernbach Inc., New York, has joined Young & Rubicam, Toronto, as vp and creative director.

THE TUBE THAT TURNED THE TIDE IN TOOTHPASTE!



VADEMECUM!

In just six months...consistent, small space newspaper advertising turned this unknown Swedish toothpaste into a top seller in the Upper Midwest!

W. R. OLSON
Exclusive mid-United States Distributor for Vademecum

Last fall only a handful of Upper Midwesterners had heard of *Vademecum*, and fewer still had seen it. But Bill Olson, sole regional importer and distributor for this outstanding Swedish toothpaste, knew he had a winner. *Vademecum's* curious foreign name, its premium price (79¢ for a small sized tube), the key that rolls up the tube as it is used, and the flat cap that permits the tube to stand on end—all these things were different and intriguing--but difficult to merchandise.

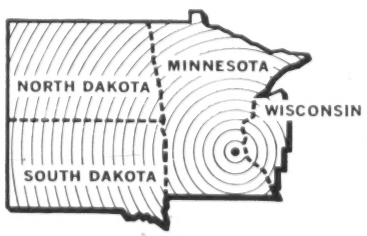
Bill Olson's problem was to get distribution—and on a limited budget. The U.S. toothpaste giants spend millions every year. *Vademecum* had to pinpoint its efforts and hit hard.

A staunch believer in the power of newspaper advertising, Mr. Olson decided to place *Vademecum's* greatest emphasis there. He then assured drug retailers that a consistent newspaper campaign would move *Vademecum* off their shelves—and in just six weeks nearly every druggist in the Upper Midwest had stocked it!

Vademecum sold, and sold, and sold—and today is selling at an ever-increasing rate. Drug wholesalers tell Mr. Olson that it is their top seller! *But that's not all:* Food chain stores, seeing the sales explosion *Vademecum* was causing in drug outlets, demanded their share in its success—and stocked it. Now, through all these outlets, *Vademecum* is selling right along with the biggest names in the industry.

The lion's share of the *Vademecum* budget went to the Minneapolis Star and Tribune—twice a week, morning and evening, and Sunday. That's just three exposures every week to the biggest circulation in the Upper Midwest.

Let us help you reach this vital market.



Minneapolis Star *and* Tribune
EVENING MORNING & SUNDAY

655,000 SUNDAY · 525,000 DAILY

Copyright 1961, Minneapolis Star and Tribune Co.

Represented nationally by Newspaper Marketing Associates: Scolaro, Meeker and Scott Division — New York, Detroit, Chicago, Philadelphia; Doyle and Hawley Division — Los Angeles, San Francisco.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

There's Fun & Frolic, Heartache and Discouragement on the Advertising Job-Hunting Scene

To the Editor: The following exchange between a prospective employer and an obviously hep adman, was brought to my attention recently. To me, it is worthy for its originality, talent, courage and certainly a huge dose of humor.

The newspaper ad reads: "WANTED: THE RIGHT MAN to function as one-man agency . . . He might be Phi Beta, he could be bookish, but our man is a tiger . . . " etc.

The reply: "Gentlemen: I wear stripes from the tip of my nose to the tip of my tail! This cat (tiger . . . that is) has the experience of building his own cave, stalking the jungle for and with the best talent, and keeping everybody cool . . . but happy and on the beam . . . man.

"The cave I'm working now is solid, but we've got it arranged that when I find the pad where I can roar instead of just growl, I'm going to take the leap!

"So, if this job is one which I can sink my chops into, I'll be more than overjoyed to wag with you, and maybe tie it on!"

I would venture to say that this adman will be finding himself stalking in a brand new lair—that is, if the prospective employer is hep . . . man!

Joseph Hess,
President, Lynn-Hess Inc., New York.

•

To the Editor: Can you help me gain a better understanding of my chosen profession—advertising?

When I first began pursuing my career, over five years ago, I used to proudly tell people I was, "in advertising," or "in sales promotion." It seems all along I was mistaken. Searching for employment these past ten weeks I have learned I was, "in electronics, and I was in portable typewriters." I am an Untouchable!

Employment agencies and prospective employers say things are a little tight right now—but Help Wanted columns seem to be as crowded as ever as are the columns devoted to relating job jumping and agency switching. What seems to have happened is the industry is bent on becoming totally ingrown—each pigeon hole, as it opens, must be filled with a precise copy of the pigeon that just left . . .

What has happened to the cry for creativity . . . imagination and the unusual? What is this preoccupation in locating people who are hide-bound by an industry and a product and a market?

It is in this field that I need your help in attaining greater understanding of advertising. Is it no longer true that a good salesman is as good as his product? Is it true that if a man has successfully promoted a product to a woman he cannot promote to her husband? If a man has promoted the sale of nuts and bolts to a purchasing agent, why can't he promote the sale of an air conditioning unit to the same purchasing agent? I think he can. I think the important thing is knowing how to promote, how to advertise—what and to whom can be learned from any factory man and sales manager or researcher.

Is this notion of mine really wrong? Must I really leave advertising and sales promotion simply because all the electronics and portable typewriter advertisers are happily employed? . . .

Where are the advertisers and agencies who are more interested in imagination, ability, drive, know-how and talent than previous product knowledge?

Henry Hirsch,
New York.

• • •

'Laundry Outfit' Includes 60 Clothespins in Kelvinator Ad

To the Editor: Our production manager, Carl Riechers, came across this example of advertising we can do without—and you will note that this is not the work of some small local fly-by-night, although there is certainly everything sleazy about including 60 clothespins as "pieces" of a "laundry outfit."

Kelvinator will probably plead that they can't control their distributors, but I certainly would like to see their mat book, because I'll bet this was their idea.

George Johnson,
French Advertising, St. Louis.

• • •

Researchers Defend Methods Against E. B. Weiss' Attack

To the Editor: There is an old maxim in the marketing research field that there is no such thing as good research or bad research, there are simply good research men and bad research men. The truth of this statement has seldom been more forcefully portrayed than in the recent article "Indices That Do Not Indicate," written by E. B. Weiss [AA, April 17]. The weaknesses in his presentation are obvious and should be ignored, except they won't be completely ignored. Many influential people will have read his presentation and some of them, being equally as well versed as Mr. Weiss, will add another brick to the outhouse of damnation that has been constructed over the years around the research field.

Even members of the profession have been from time to time guilty of its undoing, by virtue of the acceptance of good natured chiding and a reluctance to retaliate in kind . . .

The marketing research field might be fairly compared to the medical profession. The diagnosis of a problem entails the use of a great variety and complexity of tools. These include indices, surveys, motivation studies, as well as audits, economic analysis, distribution studies, and a host of other methodologies and techniques. Unfortunately, there are few people who employ research personnel that know what a good research man should have in his resumé. If the same professional standards were followed in our hospitals, I am certain both Mr. Weiss and myself could make out well as brain surgeons.

To further the analogy, Mr. Weiss has concluded that since the blood pressure of people varies quite widely, it is of no value as a diagnostic tool. I don't know what his background might include, but as a research man, would you please have him come to my apartment. The sink is leaking.

To unfold a complete analysis of automobile sales as an economic indicator is beyond the scope of this letter. But I will point out some of the more glaring errors in Mr. Weiss' critique.

You will find that automobile sales are not closely tied to family formation and the increase in family formations tends to work both to the detriment and assistance of car sales. Of vastly greater importance is the number of people who are of driving age. This has been offset to a large degree by the increased service life of the modern automobile . . .

In 1955 a good year was at the 5,000,000 unit level. It is true that this figure was far exceeded, but it was far more than just a good year. The reasons for this spectacular showing were many, but two seem to carry the ball nicely. First, credit was very loose, people could buy cars with almost no down payment and three years to pay—a marked change over the prior years. Second, dealers pretty much lost their heads. When they had been working on three hundred dollar minimum per unit profits they found the competitive forces driving their profit to the one hundred dollars per unit level—an actual decrease in price. But this is aside from the main issue . . .

Between 1955 and 1961 there has been a marked increase in the size and complexity of cars. By studying the manufacturers' specifications you will find cars in the "low priced field" are comparable, if not superior to the luxury field of 1955. The 1961 Ford is larger and more powerful than the 1955 Lincoln.

There has not been a net increase in the automobile industry's capacity since 1955. In fact, there has been a slight decrease due to the closing of some companies and the translation of some of the capacity to other fields. But the more complex cars have resulted in more plants being required to build the same number of cars . . .

C. J. DeLorean,
DeLorean Associates, Bloomfield Hills, Mich.

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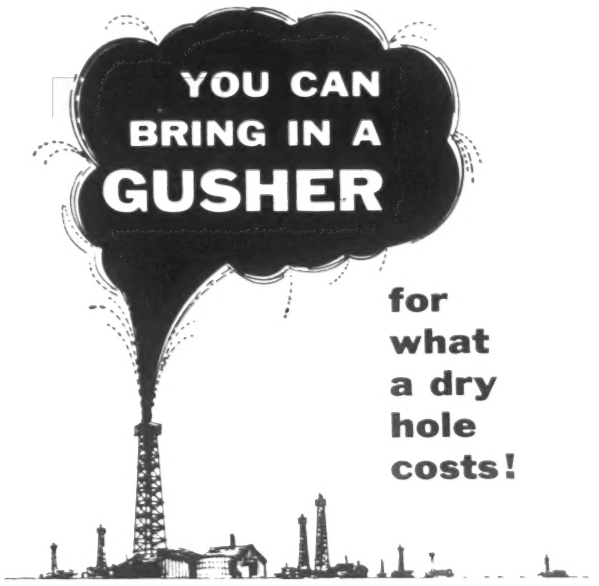
To the Editor: One must agree rather than take issue with Mr. E. B. Weiss and his criticism of "research nose-counters." The con-



Knowing where the riches are and how to bring them to the surface is essential to advertising success. There is no question about the wealth underlying the Cincinnati market. Nor about the Post and Times-Star's ability to raise it for you. This paper offers 7 readers out of every 10 Cincinnatians, far more than any other Cincinnati daily, at one of the lowest milline rates in America. Start drilling NOW!

7 *out of* **10** *Cincinnatians read the Cincinnati* **POST Times-Star**

★

Total circulation . . . 274,874 . . . ABC 9/30/60

★

Largest Circulation of any Cincinnati Daily

★

Greatest Coverage of Highest Income Groups, as of *all* Groups.

★

43% Read No Other Daily

★

One of the nation's lowest Milline rates

★

The Newspaper that Spends the Evening with almost 1,000,000 Readers.

ROBERT K. CHANDLER
Manager, General Advertising Department

Represented by The General Advertising Department SCRIPPS-HOWARD Newspapers

TELEVISION HAS TO BE LOCAL IN WESTERN OREGON . . . THERE ARE MOUNTAINS!

Over 110,000 families depend on OTT* for a clear picture. Buyers get local coverage and attention from all three stations . . . and, remember, Eugene is Oregon's 2nd market . . . the only metro area between Portland and San Francisco.

ONE ORDER, ONE BILLING TO YOUR HOLLINGBERY MAN OR ART MOORE & ASSOC.
(PORTLAND – SEATTLE)

Oregon Triangle Television
KPIC-TV Ch. 4 ROSEBURG Affiliate
KVAL-TV Ch. 13 EUGENE
KCBY-TV Ch. 11 COOS BAY Affiliate
NBC

stant shifting in their interpretation of the same data is tragic. First they call a glass of water half-full, then call it half-empty, when in fact they have no glass or water (of mature judgment) with which to make an interpretation.

One can, however, take issue with the derision of research by the fire-ball advertising-convention-speech-maker. These ACSM's (Almighty Certifiers of Successful Marketing) display more their absence of knowledge of marketing research rather than their omniscience. Apparently they have yet to learn what really helps to make markets and products tick. As a group they obviously feed on their own back-fire of inflammatory derision of research in a vain effort to salvage their egos.

Criticism is every man's privilege. It is his "right" only when he takes the responsibility that goes with exercising the privilege. The right is forfeited when, without any effort to seek the true facts, the criticism is directed toward the only advance in marketing (research) since Eve sold her apple. I doubt very much that the despoilers of research would have a platform to speak from, for their tirades if it were not for the pioneering work in marketing research by a Parlin, a Converse, a Nielsen. Such men identified the power of advertising to penetrate markets. They did it with the organized facts of research and not with the inflammatory statements belched by the rash ACSM . . .

Just what do the despoilers expect of research? Do they expect only that the research bat 1,000? so that they can eulogize themselves in their next convention speech as to how they increased their market penetration for product "puff" without the benefits of research? Or are they trying to say that "chance" or their "subliminal intuition" is more important in earning profits, like the demised hula hoop? How vapid their position!

A little research on the part of the despoilers would soon show that the leading profit-makers of the nation consider their continual research programs for new-product development and market expansion as planned investments for assuring both resource-creation and profit-expansion. They are vitally interested in knowing the "cause of things caused," through the findings of research so that such causal factors can be controlled and directed. They recognize that these causal factors are more likely to be found among the other 120 identifiable functions of marketing rather than simply in the single function of advertising. They also know that it takes organized research to sort out the facts from the fancy. "Fanfare" and "bubbles" are not the hallmark of profitable marketing.

The future of advertising and the well-being of the men who have dedicated their lives to its improvement are linked inseparably with the power of dynamic research to help identify and solve the recurring problems of marketing today. It can be achieved by adding more of the wise (Weiss) to the constructive criticism and less of the "wise-guy" derision of research.

Frank T. Hypps,
President, Coordinated Marketing-Management Corp., New York.

• • •

Hayden Publishing Ad Shows How ABC, BPA Can Cooperate

To the Editor: I am very favorably impressed by the spread of Hayden Publishing Co. [AA, April 17]. This is a most constructive advertisement for business papers and industrial advertising.

All the publishers and publications that are cooperating to do a job to bring about a better understanding of business papers and industrial advertising are to be commended, particularly when attention is focused in some manner on those publications and publishers that appear to be doing a sound, basic job of fulfilling the communication needs of their particular industries.

P. H. Hubbard,
President, Reinhold Publishing Corp., New York.

• • •

South Adman Finds Ad Work More Stimulating Than Bowles

To the Editor: As both a Southerner and an advertising man, I doubtless would be anathema to Mr. Bowles. That's splendid, for the converse is most eminently true.

Having just read his inane and ill-conceived remarks this morning, after a day yesterday which started at 8:20 a.m. and ended at 1:15 a.m., I feel compelled to take pen in hand.

What sort of day was it? A day not too damn far out of the ordinary here . . . which included a 40 minute lunch hour (sans drinks), a client meeting at the agency which lasted until 6:40 p.m. and concluded with a five-hour session working on ads and speeches for a local political candidate.

I believe the work we do plays a part, however small, in the stimulation of the economy of this area and I believe if our candidate can be elected, it will substantially improve the climate of municipal government in the city where I live.

These are, in my mind, admirable things for which to strive.

Perhaps this was not the case during Mr. Bowles' tenure on Madison Ave. Nevertheless, it seems to me that advertising generally is due a debt of gratitude from the American public for having at least delayed his entry into government work.

Indeed, he seems uncommonly suited to dwell in the dazzlingly double-domed habitat of our State Department where impractical theories and unimplementable planning abound. Mr. Bowles should be right at home in this inbred, insulated group of careerists which, judging from their past action or lack of it, deal with the world daily and have not the vaguest understanding of it.

To Mr. Bowles and his compatriot in bubbly cerebration, Soapy Williams, and the rest of their ilk the concept of studying and working hard for the purpose of being better than someone else and earning more money because of it is some sort of monstrous sin.

Having labored in the New York vineyard for several years, I feel qualified to say that with the exception of a few noon-time three martinists and "am-I-being-true-to-myself" adolescents, people with whom I was associated in advertising were honest, hard-working and fully prepared to accept the challenges of a competitive life and make the best of them.

I voted for John Kennedy and believe in the New Frontier, but the sooner he can shake the Bowles-Williams contingent off the wagon train the better off we'll all be.

John Forney,
Robert Luckie Advertising, Birmingham, Ala.

His Reaction to Coldene Ad: Why Should I Use Coldene?

To the Editor: I had heard so much about the Coldene advertisement that I went out of my way to see a tear-sheet of it. Expecting a classic, I was greatly disappointed to find instead an advertisement where the copy people stepped aside to let the art director shine. Great layout, clever use of natural conversation, but what does it mean? Since my wife is the purchasing agent for cough medicine in our family, her reaction summed it up better than I could: "That family uses Coldene . . . we don't . . . and I see no reason why we should."

Edwin Hanft,
Edwin Hanft Co., New York.

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American Petrofina to Send Out Samples of 'Pink Air'

To the Editor: In the "Rough Proofs" column of your April 17 issue, you suggested that we at

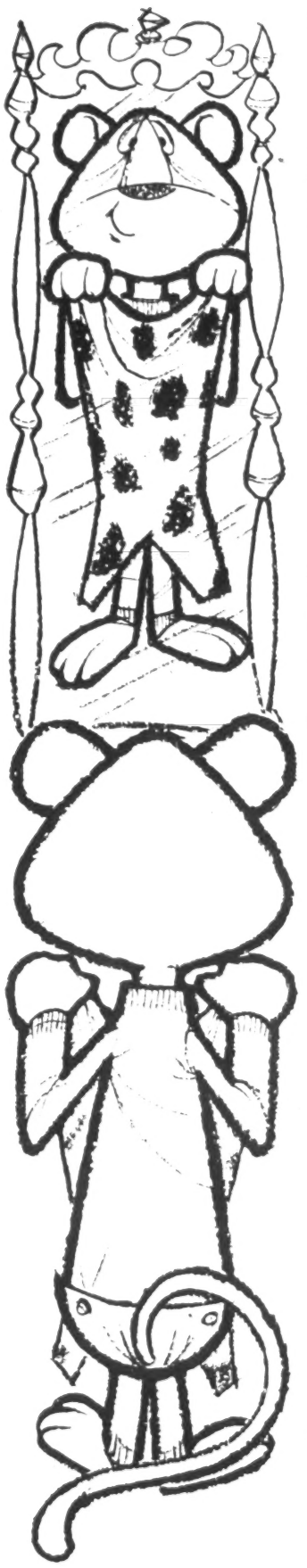
(*Continued on Page 102*)

"The day-to-day recommendations of my secretary, Miss Betty Truesdale, are important to me," says Otto Stern, President of Stern's Nurseries, Geneva, N. Y., one of the nation's largest plant nurseries selling by mail order. "She plays a significant part in our business of bringing new beauty to America's gardens." In so many teams at the top, the executive secretary exercises key responsibility. Her recommendations, for example, influence office purchasing, especially office supplies and equipment. That's why, in 1960, 168 companies advertised in TODAY'S SECRETARY, the only ABC-audited publication in the secretarial field. Your selling message in TODAY'S SECRETARY sells best because it reaches thousands of influential secretaries through the pages of their own magazine. The audience: over 151,000 paying subscribers, plus 345,000 additional pass-along readers every month. For more details, phone or write for Fact File on TODAY'S SECRETARY and the increasingly important secretarial market.

TODAY'S SECRETARY

...the magazine that sells the secretary – sells the boss

A GREGG-McGRAW-HILL PUBLICATION • 330 WEST 42ND STREET, NEW YORK • LONGACRE 4-3000



CHANGING SPOTS?
...Change to
Wilding tv
CHICAGO ● DETROIT ● HOLLYWOOD

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

(*Continued from Page 101*)

American Petrofina could perhaps improve upon our "Pink Air" additive campaign by offering free samples.

Coincidentally, that is precisely what we have had in mind. As a matter of fact, in the talk to which you very kindly referred I had the following to say on that subject:

"And we may even mail the customers a free sample of Pink Air. Of course, it won't be real Pink Air, because we don't know how to keep it from leaking out of the envelopes—and it could get into the wrong hands. No, it will be more like a pink balloon, but it will give people a pretty good idea of what to expect five years from now."

We appreciate the attention you have given to our forthcoming advertising.

J. M. Shea Jr.,
Vice-President, American Petrofina, Dallas.

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Stephan Lion Inc. Created Modess Vee-Form Packaging

To the Editor: We appreciate your enthusiasm for good taste, imagination and impact in integrated marketing by featuring the Modess Vee-Form advertisement in the Creative Man's Corner April 17.

We are disappointed that you do not give credit to Stephan Lion Inc. for creating this unique concept of packaging and all the collateral material which goes with it.

We are delighted with your recognition, along with the success of our concept (proven by sales), as it is another proof that one can solve these projects with an esthetic appeal without losing the impact in sales . . .

We would appreciate it if you let your readers know who was responsible for this entire Vee-Form concept—packaging, collateral material, professional and national advertising, as well as supermarket displays, etc.

Stephan Lion,
Stephan Lion Inc., New York.

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Reducing Salon Idea Is Rather Common

To the Editor: Let Artist Sorensen not grieve over B&B's apparent plagiarizing of his cartoon idea of 1956, per his letter on Page 124 of the April 24 Advertising Age.

I had what I thought was the original idea back in 1941, only I called it DeBeefo's Reducing Salon, and submitted it to *The Saturday Evening Post*. It drew a rejection slip. Right after the war I noted the same idea in a cartoon in one of the smaller mags.

This must be one of those brain waves that get loose occasionally, and it keeps telepathing to artists and admen each time it makes an orbit, making each in his turn feel elated over his original spark.

Richard E. Coe,
Television Director, Jennings & Thompson, Phoenix.

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AFA's Ad for Ads Needs to Have Local Color Added

To the Editor: Creative Man is right . . . it isn't that simple . . . and it wasn't meant to be!

In the April 24 issue of Advertising Age, he effectively criticizes an AFA ad that advertises advertising. I raise my voice in protest . . . not in defense of the ad, but in defense of AFA's effort to stimulate awareness of the need to remove advertising from Madison Ave. and bring it to Main Street, U.S.A.

Like many ad clubs throughout the country, we realized that AFA was not sending us an ad to run, but an idea upon which to build. It was our job, as it is the job of any creative ad man, to take this theme and improvise . . . add the local color which takes a general message and makes a personal message. This we did by showing how advertising has been, and will continue to be, an important factor in the growth of our area. We talked to our community in *terms* of our community, and by doing so, we hope to instill the feeling

that advertising is a part of (rather than apart from) the community.

I'm sure there are AFA clubs which have produced variations on the theme other than ours, but regardless of the variations, the importance lies in recognizing AFA's ad for what it was . . . a thought stimulator.

Toni Wakes,
Advertising Week Year Chairman, The Advertising Club of Greater Miami.

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To the Editor: Hearty congratulations to the "Creative Man" for his choice of, and criticism of, the "Ridiculous Ad of the Week!" (AA, April 24).

The absurdly oversimplified "Advertising Is the Source of Our Abundance" theme that permeates so many articles and speeches by advertising people (and worse, most advertising textbooks) is not only unsupported and unnecessary, it's childish and an insult to the intelligent reader.

As the well-known fable demonstrates, a proper understanding of the elephant requires a consideration of the entire elephant, not merely the trunk through which he trumpets. The same is true for the economy.

Back to the economics books, men!

Vincent P. Norris,
Assistant Professor, Advertising, Pennsylvania State University, University Park, Pa.

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To the Editor: Is it fair for Creative Man (AA, May 1) to make Church toilet seats the butt of his jokes, when that product is fundamentally sound?

Allen Glasser,
Production Manager, *Flooring*, New York.

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Incentive Plan Helped Boost Chase Bank's Business

To the Editor: With reference to Harry McMahan's story in Advertising Age's April 17 issue concerning Reeves' "Reality" and Bates' commercials . . .

Mention was made of Chase Manhattan's business increase since Bates took over the account.

We'd like to shed additional light on the "whys" of their business boom. During early 1960, Chase Manhattan utilized a merchandise and travel incentive campaign—developed and operated by the E. F. MacDonald Co. in conjunction with the metropolitan marketing department of Chase Manhattan.

In this campaign, bank employes were rewarded with their choice of prizes, in return for bringing in new business. New business was *directly traceable* to the incentive campaign, since employes distributed "personal introduction cards" to friends, relatives, neighbors, etc., which the latter brought in when they opened an account.

More than 42,000 new savings and checking accounts, totaling $28,000,000, were opened during the three months of the campaign. Some 19,000 accounts were opened for other Chase Manhattan services. This new business was *in addition* to normal "walk in" new business. One customer opened an account with an initial deposit of $800,000, as a direct result of a sales talk with a prize-minded employe.

All this new business was traceable entirely to special incentive campaign introduction cards . . . distributed by bank employes eager to win prizes.

John J. McCloy, then chairman of the board of Chase Manhattan, referring to this incentive campaign, told bank employes:

"I know that as a result of our concentrated solicitation and educational effort, substantial benefits will continue to come to the bank in the months and years ahead."

More power to Ted Bates—but let's also give credit to the power of this E. F. MacDonald merchandise and travel incentive campaign.

Aubrey L. Baratz,
Queens Village, N.Y.

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Our Poker Playing Readers

To the Editor: In your May 1 issue, inside back cover, appears a full page *Life* ad. It shows a series of poker hands, and *Life* triumphantly claims to be holding the winning hand.

As one who has sweated out many an hour around a poker table I say *Life's* holding a losing hand. You see, peeking out from the hand *Life* holds is a sixth face-down card. Presumably the game being played is five-card poker, since the competing hands show only five cards. I say, and I'm certain Mr. Hoyle supports me, the hand *Life's* holding is disqualified automatically.

When's the game start?

Jack Banner,
Banner & Greif, New York.

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To the Editor: Here at Charles William Fletcher, we're smart enough *not* to try to fill *inside straights!!!*

And gentlemen, get that copy:

"*Life's* got the winning hand. And still other magazines claim they're the ones that are cleaning up. *The chart calls their bluff . . .*"

Anyone from life (real life) interested in a few hands of "Draw" —maybe a feller from *Life* itself?

Earl J. Rowland,
Vice-President, Charles William Fletcher, New York.

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To the Editor: Oh, brother!
Is *Life* kidding someone?
Six cards, and the hand is dead.
Explain 'em the facts of *Life*!

Howard E. Ray,
Mack Agency, Hollywood, Cal.

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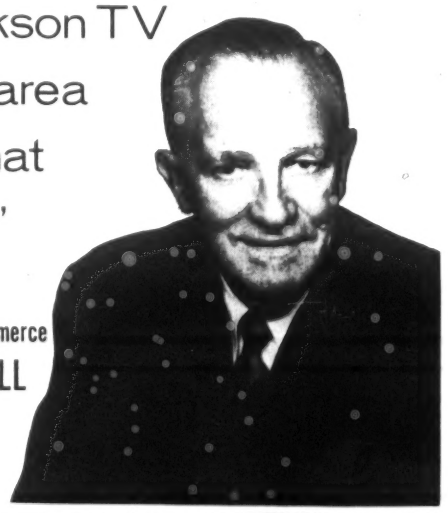
What Did Levitt Say?

To the Editor: Re Theodore Levitt's articulation [Voice, AA, May 1] . . .

What'd he say????????

Dolores Cooper,
Evanston, Ill.

"America looks to the South for economic growth, and the Jackson TV market area leads that growth."



Past President,
U.S. Chamber of Commerce
BOYD CAMPBELL
Pres., Mississippi
School Supply

WJTV Katz 12 WLBT Hollingbery 3
Serving the Jackson, Miss., Television Market

Japan Air Lines Ads Expand in Europe, U.S., Latin America

SAN FRANCISCO, May 11—Japan Air Lines has expanded its U.S. advertising and sales promotion campaign, handled by Botsford, Constantine & Gardner here, to increase further its share of the growing international air travel market.

The stepped up campaign, according to Jitsuro Kobayashi, general manager of the Japanese flag carrier's American division, is "aimed at reaching a maximum number of travel minded Americans with the time and means to take a trip to the Orient."

Mr. Kobayashi said that westbound air travelers from the U.S. to the Orient should total "at least 100,000 in 1961, an increase of some 25% over 1960."

The airline's U.S. advertising budget will exceed $750,000 for the fiscal year ending March 31, 1962, a 35% increase over last year's ad budget.

■ Dan Nakatsu, the airline's advertising manager for the western hemisphere, said the campaign will concentrate in magazines and "selective" local radio "in order to broaden the image the airline has been building since it introduced daily transPacific DC-8C jet service between the West Coast and Japan and Hong Kong last August.

Beginning this month, magazines will carry bleed color pages plus adjacent one-third or one-half page units, stressing Japan Air Lines' "calm beauty" approach.

The magazine schedule, running through next April, includes *The Atlantic, Harper's Magazine, Holiday, National Geographic, The New Yorker, Newsweek, Sunset Magazine* and *U.S. News & World Report.*

In addition, one-third pages featuring kimono-clad hostesses will appear in *The Reporter, Saturday Review* and the Canadian edition of *Time.* Insertions will run in special Japan or Orient issues of other magazines and special ads will be placed in Chinese, Philippine, Japanese and U.S. newspapers.

■ "With the increase in Latin America-Orient travel," Ad Manager Nakatsu said, "JAL will shortly begin exploiting the Central and South American market. In cooperation with its Mexican associate agency, Promocion Publicidad, Botsford, Constantine is placing advertising for us in *Life en Espanol, Vision* and Mexico City newspapers."

The airline is becoming a European advertiser also, with the inauguration of its Tokyo-Europe DC-8C service June 7.

The San Francisco agency is placing a series of color and b&w ads for the airline in *Life* Europe, *Newsweek* European and in the Paris editions of the *New York Times* and the *New York Herald-Tribune.*

■ Regional advertising also begins in Europe this month through local agencies. David Botsford Jr., chairman of BC&G, visited Europe thrice last fall with JAL executives from Tokyo, to assist in setting up a network of European agencies for JAL. ≡

TRAFFIC BUILDER—*Texaco seeks to increase dealer traffic with its $3.50 offer of this combination barometer-thermometer-hygrometer in the May 12 Life. Cunningham & Walsh is handling the campaign, set to run through the summer.*

Scripto Moves to McCann Unit

(Continued from Page 1)

makes a line of cocktail mixes.

Reasons for the Scripto switch were obscure. The client spoke of a need for "more facilities," an Atlanta office (Donahue & Coe has had an office and now has a service operation there) and a desire for "a new kind of approach." Donahue & Coe commented vaguely about the conflict with Tuckersharpe (Scripto said there was none because Tuckersharpe is a low-price line).

■ It was more likely that differences of opinion concerning the introduction of Scripto's new Tilt-Tip ballpoint (AA, Jan. 30) were the real reason for the split.

Scripto billed about $750,000 in 1960 and around $680,000 in 1959. The client and new agency consider it a $2,000,000 account. Tuckersharpe Pen billings are still undetermined. Market and consumer studies are under way. In March, U. S. Tobacco named D&C for a number of its products including a new cigaret to be introduced soon.

■ The Holland House switch had been brewing for several months but the client said it bore no relation to last fall's problems in getting commercials on television (AA, Oct. 17) because of objections by the National Assn. of Broadcasters. Holland House said that after nearly nine years it, and a lot of other clients, "like to get the benefit of new ideas." About three months ago, the cocktail mixer got a new sales manager.

With its newest acquisition, McCann-Marschalk reports it has picked up close to $6,500,000 billings in the last four months between Speidel, Parker Sweeper, Tidy House and the two this week.

WINNER—*John R. Duble (right), of Pit & Quarry, accepts the Assn. of Industrial Advertisers Space Salesman of the Year award from Mel J. Storz, Aviation Week, last year's winner. The AIA Space Buyer of the Year award went to Rudy Wahlig, J. M. Mathes Inc. Joseph A. Newman, O. S. Tyson & Co., won the award in '60; a cohort of Mr. Wahlig's, Al Kracht of Mathes, was the winner in '59.*

Last Minute News Flashes

Galbraith Resigns as Ad Director of Curtiss Candy

CHICAGO, May 12—William M. Galbraith has resigned as director of advertising and sales promotion of Curtiss Candy Co. because of a "growing disagreement on marketing policy." Mr. Galbraith, who joined Curtiss 18 months ago (AA, Nov. 16, '59), has not announced his plans, and his successor at Curtiss has not been named.

Salada Launches Banan-O in Providence, Rochester

NEW YORK, May 12—Newest product of Salada-Shirriff-Horsey, a milk mix in three flavors made with bananas, was introduced May 11 in Providence and Rochester with 1,800-line ads headlined, "Revolutionary new mix-for-milk is made with real bananas." A box of Banan-O with 14 foil pouches retails around 49¢, and consumers are offered a full refund for a box panel. Only newspapers are on the present schedule. Doyle Dane Bernbach is the agency.

Siegel Rejoins Coty; Other Late News

• **William F. Siegel** has rejoined Coty Inc., New York, as vp and advertising director. He served as advertising manager of Coty for five years before leaving in 1958 to become advertising manager of Revlon Inc. and subsequently ad director of Schick Inc. At Coty, he succeeds Eugene Judd, who has resigned (AA, May 8).

• **An article on dermatology** in the March issue of *GP*, a physician's monthly, which formed the basis of Remington electric shavers' new campaign *(see story on Page 3)*, was authored by three doctors—Edmund F. Finnerty Jr., William R. Hill Jr., and Salvatore J. Messina (since deceased)—after a Remington grant was made to a "medical research organization." Dr. J. M. Hayman Jr., dean of Tufts University School of Medicine, Boston—which Dr. Finnerty left after the report bowed—termed the dermatology study "a completely uncontrolled piece of work."

• **Cluett, Peabody & Co.**, New York, is planning to spend "well over $750,000" this fall for print advertising for Arrow shirts, about a 60% increase over former seasons. In addition to color pages in *The New Yorker, The Saturday Evening Post* and *Sports Illustrated*, page ads will appear in First 3 Markets Group, *Parade* and *This Week Magazine*, plus ten independent supplements. Lennen & Newell is the agency.

• **Marvin Gordon**, former president of Gordon & Hempsted who dissolved his agency to join Don Kemper Co. in January (AA, Jan. 23), left Kemper April 30. He is expected to become exec vp of Wright, Campbell & Suitt, Chicago, next week.

• **In South Dakota, Indiana and Minnesota**, it was a busy week for the business development and highway departments of these states. Indiana's department of commerce and public relations awarded its $40,000 account to Carlson & Co.; retained Handley, Gross, Luck & Miller (the former agency) as a consultant; and bought a layout idea from Murray-Zickle Advertising Associates. All are Indianapolis shops. The Indiana Toll Road Commission has invited four agencies to solicit its $75,000 account, now handled by Bozell & Jacobs, Indianapolis. The South Dakota highway department gave its $143,000 account, formerly handled by Dean Nauman Advertising, Rapid City, S. D., to Galen E. Broyles Advertising, Denver. And Minnesota's department of business development has asked 17 agencies for solicitations for its $75,000 account, which reportedly is moving out of Bozell & Jacobs, Minneapolis.

• **Oliver Barbour**, formerly vp in charge of radio-tv programming for Benton & Bowles, New York, has joined Ogilvy, Benson & Mather as manager of its Beverly Hills office.

• **Denver Area Better Business Bureau** has until Oct. 15 to modify or eliminate inconsistencies with national BBB policy in its controversial emblem-of-truth program, requiring payment of $180 for the privilege of displaying a "pledged to truth" symbol (AA, Feb. 27, March 20, 27). The national board of governors will review any changes made between now and Oct. 15 to determine whether the Denver bureau's suspension is warranted.

• **National Telefilm Associates**, New York, has sold NTA Telestudios to Metro-Goldwyn-Mayer Corp. NTA also has reached an agreement for the sale of WNTA, its Newark radio station, to Communications Industries Corp. and was concluding negotiations for the sale of WNTA-TV to a group planning to use it as an educational tv outlet.

• **Eliane Henno**, international advertising and promotion manager of Owens Corning Fiberglas International since 1953, will resign her post May 16. No successor has yet been named. Miss Henno has no plans other than a "long vacation."

• **Branham Co.** announced Friday (May 12) that the new broadcast company to be formed by present employes of its broadcast unit will have offices in New York, Chicago, Detroit, Minneapolis, Atlanta, St. Louis, Dallas, San Francisco and Los Angeles. The new company expects to represent all 20 radio stations and 16 tv stations currently handled by Branham *(see story on Page 3)*.

• **General Outdoor Advertising Co.**, Chicago, in a new letter to stockholders, to be mailed May 13, warned that Gamble-Skogmo's offer to buy 470,000 shares of GOA stock *(see story on Page 54)* "is an attempt to take over a substantial growth company at a real bargain." The letter suggested that stockholders may be able to sell their stock at more than $40 a share and advised them that GOA officers and directors will not sell to Gamble-Skogmo.

• **Packard-Bell Electronics Corp.**, Los Angeles, has appointed Charles Bowes Advertising to handle advertising for a new transistorized closed circuit tv camera, selling for $695.

• **Butter-Nut Foods Co.**, Omaha, is planning heavy ad support for new Butter-Nut instant tea, now in Midwest test markets and due for introduction in the West later this year, with D'Arcy Advertising handling the campaign. Gilbert C. Swanson, president of Butter-Nut, said at ceremonies opening a new coffee roasting plant in Los Angeles that the company plans to concentrate its coffee marketing more in western and southwestern markets. He said Butter-Nut coffee now has about 5% of the U.S. market.

• **Jules Bundgus**, formerly director of radio-tv with Kastor, Hilton, Chesley, Clifford & Atherton, has joined Ted Bates & Co., New York, as senior tv supervisor on the Colgate-Palmolive account.

FTC to Backstop Your Ad Policing, Dixon Tells BBBs

PHOENIX, May 9—Federal Trade Commission Chairman Paul Rand Dixon suggested today that his commission will be available to backstop voluntary ad policing groups that have trouble dealing with the "sacred cow."

He told the National Assn. of Better Business Bureaus that he favors self-regulation, provided the concept is never too much "self" and too little "regulation."

But, he observed, private organizations dependent on financial contributions are not always able to apply the same standard of integrity to all who advertise.

■ "There is a disinclination on the part of organizations to identify which financial pillars are in need of repair. It is much easier to designate which shrubbery is in need of clipping in order to present a respectable appearance to the public. Or to put it another way, it is extremely difficult if not impossible to design an impressive temple where provision must be made for the care and feeding of sacred cows," he said.

This is the second major speech on advertising by Chairman Dixon since he has taken office, his first having been delivered before the Assn. of National Advertisers in Washington late last month (AA April 24). His views on advertising are to be developed in two other speeches this month: One next Monday to the annual meeting of the Proprietary Assn. and the other before the Advertising Federation of America at the end of the month.

■ Instead of trying to accommodate the temple of self-regulation to the sacred cows, Chairman Dixon suggested that the cows be turned over to FTC so that the "temple" can better serve the vast majority of business men who have the honor and capacity to police themselves.

As it stands now, he said, better business bureaus, ad groups and FTC combined are doing no better than a "fair to middling job" of dealing with deceptive ads and "often it is a shamefully poor job." While he said there is no pat solution, some improvement might result if steps were taken to help the target of the advertising—John Q. Public—protect himself.

■ As it is now, he complained, false advertising campaigns run their course before they are stopped, with the public and the sellers of competing products the victims. "Our fine police force—self-regulation working hand in hand with government—chalks up another zero. And the triumphant advertiser grins and exchanges congratulations with his advertising agency.

"The media, pocketing all but the ad agency's 15%, assert that their business is not that of a policeman. The better business bureau points a weary thumb at the FTC and the FTC says it needs more money."

■ One way to help consumers would be to give them more information about advertising "rackets" as rapidly as the rackets appear, he said. In some communities—he mentioned St. Louis, Cleveland, Cincinnati, Minneapolis and New York—better business bureaus and press and broadcast media are doing this, he said.

FTC also will be looking for new ways to help get warnings to consumers, Chairman Dixon promised.

Trend to ABC Is Under Way, Treyz Tells Affiliates

TV Code Board Weighs 40-Second Slots; TV Unit Reelects McCollough

WASHINGTON, May 9—Oliver Treyz, president of American Broadcasting Co.'s ABC-TV, brought his campaign to woo key affiliates away from Columbia Broadcasting System and National Broadcasting Co. out into the open here this week.

At the ABC-TV affiliates meeting, Mr. Treyz foresaw a switchover of stations to ABC in response to public viewing preference, which he said already has shifted in favor of ABC in markets with three-network competition. He said the stations-to-ABC trend had already started.

NAB Meeting

The network's controversial plan for introducing 40-second prime time station breaks in the fall was warmly endorsed by Howard W. Maschmeier, WNHC-TV, New Haven, who is chairman of the board of governors of the ABC-TV affiliated stations. He praised the "sheer courage" of the network in leading the industry in this move, which is economically "essential to a good station operation" and which will provide local and regional advertisers with prime time availabilities.

■ James Hagerty, the network's new vp in charge of news and public affairs, asked stations to provide clearances for prime public affairs attractions, thereby aiding the network in selling such programs to sponsors. Referring to reports that CBS had plans for telecasts with his old boss, former President Eisenhower, Mr. Hagerty said ABC was completing arrangements for a 26-week series called "The Eisenhower Years."

At its meeting the NAB tv code review board discussed (1) the handling of the new 40-second nighttime breaks, (2) product billboard limitations, and (3) the pending clarification of the code language. But there was no action on any of these matters; that will come at the next regular meeting of the board next month. Though the ABC affiliates already have pledged themselves not to triple spot in their longer nighttime breaks, there may be a code limitation later setting up a two-spot limitation for Class A time. The code now allows two spots plus a 10-second ID. The board also is moving toward pre-screening of tv films—features, as well as those made just for tv.

■ Code action to provide a specific provision to curb possible excesses in the 40-second breaks may be spurred by the attitude of FCC chairman, Newton Minow. During a question and answer session, he indicated that the commission might have to look into this situation if the additional seconds lead to overcommercialization, but he recommended that the industry take preventive action on its own. Mr. Minow said he had answered Young & Rubicam's request for commission action to halt further commercialization with the suggestion that the agency could file a petition with the FCC if it wished.

■ The final tv session of the convention was devoted to a buildup for the first international tv assembly, to be held in November in New York under the auspices of the Academy of TV Arts & Sciences, and to presentations and reports by the Television Information Office and the Television Bureau of Advertising. Both TIO and TvB summarized their current activities and made an appeal for new members.

Reelected to the NAB tv board were Clair R. McCollough, Steinman Stations, Lancaster, Pa., and W. D. (Dub) Rogers, KDUB-TV, Lubbock, Tex. Named to the board as new members were James D. Russell, KKTV, Colorado Springs, and Robert F. Wright, WTOK-TV, Meridian, Miss. #

Station Men Tick Off Some Problems in Handling Those Elongated Station Breaks

WASHINGTON, May 10—"So now that we've got it, what are we going to do with it?"

This was the state of mind of some telecasters here this week, as they began to realize that the 40-second prime time station breaks for which they have pressured so long may present them with a whole new set of problems.

Around the corridors at the convention of the National Assn. of Broadcasters there were plenty of questions on this subject:

• "How should the time be sold? Two 20s? One 40? One 10 and a 30?"

• "If only a 10 and a 20 are sold, what's to be done with the other 10 seconds? You can't put in a program promo or even a public service spot, because that 10-second spot would be counted as a commercial and therefore a violation of the triple spot ban. So suppose you fill the unsold 10 seconds with news bulletins, that means an additional program cost."

• "Should we stop offering 10s in prime time altogether? But then what happens to the advertiser who has been using a schedule of 10s?"

• "How are we to price these breaks? Should one 40 cost as much as two 20s?" (Prime time 20s on most stations cost as much or almost as much as minute announcements.)

• "How are we going to handle the station identification? Will it be covered with two seconds of audio over one of the 20s?"

• "Will there be as much demand for these spots as we think, or will they only drain business away from other parts of the schedule? Many major advertisers are primarily looking for minutes; hence the popularity of the network minute spot carriers, with companies such as Procter & Gamble buying network minutes mixed with spot minutes in fringe time."

■ And so on into the night. There were plenty of questions, but not many answers.

Several of the stations and their representatives have already been getting posers like these and many others from agencies, which want to be prepared with copy, commercials and budgets for fall spot schedules *(see story on Page 2)*.

Though they have been working toward the advent of the 40-second prime time intermission for at least two years, telecasters, who have six months before the new policy becomes effective, first on ABC and then presumably on the other two networks, generally seem to be taking their time about setting down specific guide rules for buyers. #

Gray Joins Jordan, Sieber

Paul Gray has joined Jordan, Sieber & Corbett, Chicago, as a vp and account supervisor. Mr. Gray formerly was a vp of Johnson & Lanman, New York.

Tjaden Tufty Crane

PRESIDENTS ALL—*Top-ranking officers of American Women in Radio & Television made a happy picture at the organization's 10th anniversary convention in Washington. Montez Tjaden, director of promotion, publicity and public relations of KWTV, Oklahoma City, who was installed as AWRT's 1961-62 president, poses with Esther Van Wagoner Tufty, of the Tufty News Bureau and NBC, Washington, retiring president of AWRT, and Martha Crane, director of women's programs of WLS, Chicago, who was elected president-elect of the organization and will serve as president for 1962-63.*

Hylan Tells Stations of Shifts in Economics of TV Broadcasting

NEW YORK, May 10—Some straight talk about the hard, economic facts of network tv sales competition was dished out to affiliates here last week by William H. Hylan, sales administration vp of CBS-TV.

Among the problem areas touched on by Mr. Hylan in a speech at the annual CBS-TV affiliates conference:

• **The networks' battle for minute advertisers.** He said CBS has very little to do with the origin of this type of selling, but that the network must offer a minimum amount of minute availabilities or cut itself off from a substantial chunk of potential revenue. Emphasizing that this type of selling is in tv to stay, he added: "With NBC offering 50% of its nighttime schedule in minutes and minutes in four daytime programs, and with ABC selling minutes in 60% of its combined daytime and nighttime schedule, we cannot react like an ostrich."

• **Extended nighttime station breaks.** In this area too, Mr. Hylan said, CBS must and will be competitive. He said: "We believe quite sincerely that the extended nighttime station break is a mistake and we would be very happy if the idea were dropped. Nevertheless, we can clearly see the disadvantageous position in which our affiliates would be placed if the ABC affiliates were able to offer two 20-second adjacencies to its higher-rate programs and our affiliates had only one to offer."

• **CBS' new morning minute rotation sales plan.** Pointing out that summer is not the best time to get advertisers, Mr. Hylan asked the affiliates to be patient until this revised programming picks up added sales and also audience support.

• **Prime time news-in-depth and public affairs programs.** The CBS executive said the network is pushing to build advertiser acceptance of this vital type of programming.

• **Contiguous buying headaches.** "As you are aware, a half-hour advertiser pays a rate equivalent to 60% of the hour cost," Mr. Hylan said. "If he buys a second half-hour on another night, he pays an additional 60%, or a total of 120% of the hour rate.

"However, if he buys half hours in a contiguous position, he pays the hour rate, thereby saving 20%." #

Gallagher Hits 'Printers' Ink' in $1,000,000 Lawsuit

NEW YORK, May 11—*Printers' Ink*, which filed a $500,000 libel suit against Bernard P. Gallagher and his "Gallagher Report" on March 8, today was hit by a $1,000,000 countersuit filed by Mr. Gallagher.

In a state supreme court complaint, Mr. Gallagher charged *Printers' Ink* had been "angered" by publication of material in the "Gallagher Report" in March, April, October and December, 1960, "relating to the reduction of certain advertising volume of the magazine" and that the weekly "in anger determined to attack plaintiff personally and in his business."

■ Mr. Gallagher said *PI* ran an article about him that aimed at "destroying" his livelihood and his "reputation as an expert in the field of magazine publications and as a negotiator for the sale of publication properties."

This article, said Mr. Gallagher, published March 17, "was created and published by defendants with actual ill will and malice toward plaintiff and with the premeditated intent to injure plaintiff in his good name and business."

Mr. Gallagher charged the article "contained a number of false and defamatory statements" and that it was intended as "an imputation against plaintiff and his businesses." Mr. Gallagher did not cite specific statements by *PI*.

Mr. Gallagher asked $500,000 as "compensatory" damages and an additional $500,000 as "punitive damages."

■ The *Printers' Ink* article was titled "Barrney Gallagher: Does the ad business need him?" A subtitle read: "The publisher of 'The Gallagher Report,' a newsletter on magazines, plans to bring out a new newsletter on agencies and advertisers. Will it be constructive and helpful?" The article carried a box that said that Vision Inc. was suing Mr. Gallagher over a number of "false and exaggerated" reports about *Printers' Ink* carried in the "Gallagher Report" in 1960.

In its suit against Mr. Gallagher, Vision Inc. said Mr. Gallagher had sought an agreement whereby *PI* would reprint favorable comment about "The Gallagher Report" and the latter would publish similar material about *PI*. "Plaintiff refused to enter into any such agreement," the *PI* lawsuit added. #

26 Farm Papers Form Ad Bureau

(Continued from Page 3)

tion committee (AA, Nov. 7, '60). Aubrey, Finlay, Marley & Hodgson has been handling the account.

■ Mr. Prescott joined Hires only last fall (AA, Sept. 12, '60). Before that he was with N. W. Ayer & Son, in Chicago, as supervisor of advertising and marketing services for Armour consumer products. He had moved to Chicago from Ayer's Philadelphia office, where he worked on the Hires account. Before joining Ayer, Mr. Prescott spent 19 years with Scott Paper Co., Chester, Pa.

Theodore Prescott

Commenting on the formation of the group, Mr. Swanson said: "Scientific and technological advances in agriculture have opened new horizons for locally edited state farm papers. Today, more than ever before, farmers live by, and farm by, their own state farm publications."

■ Officers and board members of the bureau are: Mr. Swanson, president; Raymond T. Kelsey, vp, Home State Farm Publications; Tom C. Hickey, secretary, *Nebraska Farmer*; Edward L. Gaylord, treasurer, *Farmer-Stockman*; W. E. Boberg, *The Farmer*; and James H. Hunter, *Farmer-Stockman*.

Membership includes the following publications: *American Agriculturist, Arizona Farmer-Ranchman, California Farmer, Colorado Rancher & Farmer, Dakota Farmer, The Farmer, Farmer-Stockman, Idaho Farmer, Indiana Farmer, Kansas Farmer, Kentucky Farmer, Michigan Farmer, Missouri Ruralist, Montana Farmer-Stockman, Nebraska Farmer, New England Homestead, Ohio Farmer, Oregon Farmer, Pennsylvania Farmer, Prairie Farmer, Southern Planter, Tennessee Farmer & Homemaker, Utah Farmer, Wallaces' Farmer, Washington Farmer* and *Wisconsin Agriculturist*.

'FARMER-STOCKMAN' ADDS KANSAS EDITION

OKLAHOMA CITY, May 11—The *Farmer-Stockman* will add a third edition covering Kansas in September, with a guarantee of 52,000 copies.

The publication has Oklahoma and Texas editions now. The Oklahoma edition covered Kansas until that state had sufficient sales to warrant a separate edition. #

DuPont Sets Fall Drive to Promote Lingerie

E. I. du Pont de Nemours & Co. will use magazines, newspapers and tv to promote its lingerie products this fall. Nine full-color pages are scheduled in *Glamour, Harper's Bazaar, Mademoiselle* and *The New Yorker*.

Du Pont will highlight Dacron fibers in lingerie with a full-color page in the Sept. 10 *New York Times Magazine*, and it will run color pages bi-weekly in the same publication through Nov. 19. Spots on the "Today" show on NBC-TV also will be used. Batten, Barton, Durstine & Osborn, New York, is the agency.

Franz Appoints Brady

Thomas B. Brady, formerly assistant advertising materials manager of Allstate Insurance Co., has joined Alex T. Franz Inc., Chicago, as copy chief.

Minow Gets Praise From Foreman, but Broadcasters Demur

(Continued from Page 1)

for advertising.

"Many of our clients' shows on the air have demonstrated BBDO's attitude. These include 'Armstrong Circle Theater,' 'Du Pont Show of the Month,' 'General Electric Theater,' 'U.S. Steel Hour,' and such local programs as 'Biography of a Rookie,' 'The Story of St. Patrick' and 'Now, Nigeria'."

■ In Washington, broadcasters contacted by ADVERTISING AGE's reporting team at this week's NAB convention were inclined to take the position that they didn't resent Chairman Minow's message as much as they resented the way he worded it.

One West Coast telecaster said: "There is a lot of truth in what he had to say about programming. But he didn't handle himself like a man who was interested in getting our cooperation."

A midwestern telecaster said it was poor taste for the federal official responsible for promoting the industry to stand up at an industry convention and give so much ammunition to competitive media—newspapers. "I was sitting there watching the newspaper reporters penciling one line after another in that speech," he said. "It burned me up."

■ While radio was not covered in the Minow speech, Mutual's president, Robert Hurleigh, departed from his text at a radio code session yesterday to say that he believed the chairman's suggestions would not have been questioned too much if the manner in which he said it had been a little different.

In comparing tv unfavorably with newspapers, he said he doubted the chairman "thought precisely what he was doing.

"I could cite newspapers across the land that you wouldn't want in your house," Mr. Hurleigh commented. "Go out and look at the magazine stand in this hotel. There are plenty of magazines there you wouldn't want your children to read." #

Office of Certified Circulation Offers World Audit Service

NEW YORK, May 9—The Office of Certified Circulation has announced plans for a worldwide circulation audit service primarily to accommodate those publications which do not have access to qualified audit services.

OCC, a tripartite (advertiser-agency-media) audit service maintained by the Inter-American Press Assn., has heretofore confined its activities to Latin America, where it is currently certifying circulations of 11 publications.

■ Arthur A. Kron, president of OCC and president of Gotham-Vladimir Advertising, emphasized that the organization will continue to exclude publications distributed in the U.S. and Canada. The OCC, he pointed out, will not compete with the Audit Bureau of Circulations or Business Publications Audit.

"Our main purpose," he added, "is to have circulation audits accepted as normal practice throughout the world under uniform rules and standards."

Mr. Kron said the expansion of OCC services was dictated by the emergence of new international publications, which do not qualify for auditing by ABC or BPA because of their distribution arrangements. "We are more flexible and can handle these publications," he said.

Mr. Kron also stressed that the OCC does not wish to go into competition with local audit organizations which are providing a good service. He said, however, that the OCC stands ready to help any local organization which is interested in extablishing an audit service.

James B. Canel, secretary-treasurer of OCC, last week announced the addition of its 11th publication member—*La Hacienda*, an export magazine published in New York. The initial audit showed a net paid circulation of 20,680.

■ Other publications audited by OCC are: *El Espectador*, Bogota; *Jornal de Brasil*, Rio de Janeiro; *La Prensa*, Lima; *El Tiempo*, Bogota; *Ultima Hora*, Lima; *Ultima Hora*, Rio de Janeiro; *Ultima Hora*, Sao Paulo; *El Universo*, Guayaquil; *Visao*, Brazilian weekly; and *Vision*, Latin American news magazine. #

Andros Names Gustavson

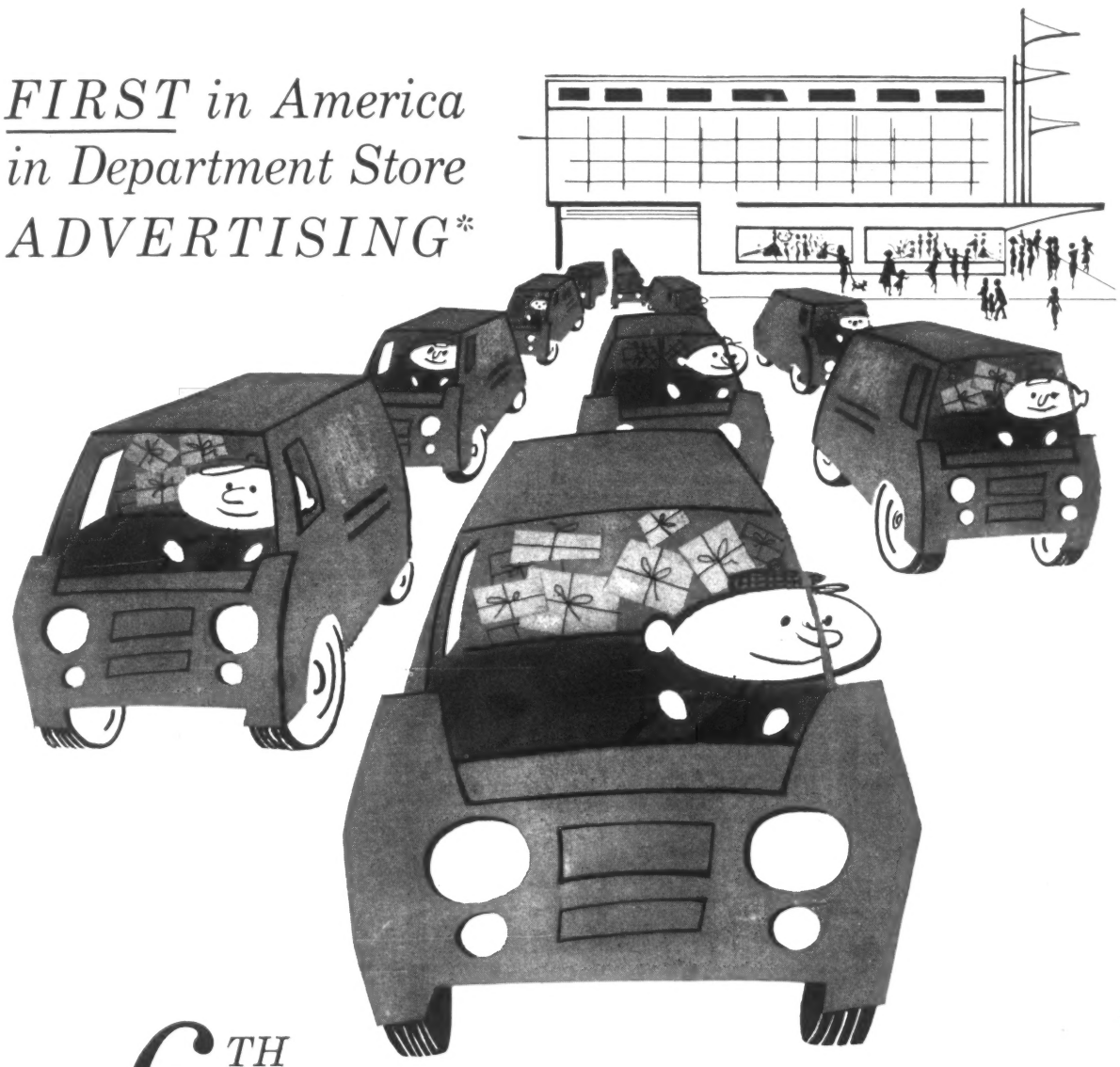
Andros Management Ltd., sales agent for extensive tracts on Andros Island, Bahamas, has named H. Gustavson Advertising, Fort Lauderdale, to handle its account. The advertising and promotion budget for 1961 is reported at $300,000.

Katz, Jacobs Adds Two

Katz, Jacobs & Co., New York, has been named to handle advertising for Starlyte Corp., Brooklyn, manufacturer of decorative glassware, and for Super Glass Corp., Brooklyn.

"Any display will increase your sales
But the right one will multiply them"
VANDERPOOL Displays
A complete promotional service in all mediums — cardboard, plastic, etc.
122 S. MICHIGAN AVE. CHICAGO 3, ILL.
HArrison 7-8442

*FIRST in America in Department Store ADVERTISING**



6TH in America in total Advertising

Cleveland Plain Dealer

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,441,733	$1,931,863	$4,373,596
Retail Food	622,632	500,261	1,122,893
Retail Drug	99,218	60,070	159,288
Automotive	366,783	355,919	722,702
Gas Stations	155,742	162,506	318,248
Furniture, Hsld. Appliances	119,911	80,025	199,936

(Source: *Sales Management Survey of Buying Power, May 10, 1961*)

Akron, Canton and Youngstown Counties are not included in above sales

HERE IS THE COMPACT MARKET WITH RETAIL SALES LARGER THAN ANY ONE OF 37 ENTIRE STATES

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network. Eastern Resort, Travel Representative: The Kennedy Co., 420 Lexington Ave., N. Y. • 9801 Collins Ave., Miami Beach 54, Fla.

*Source: Media Records

British Admen May Set Ad Standards Authority

(Continued from Page 2)

discuss a wide selection of advertising problems but also to reach conclusions on them in the form of positive proposals to the new council of the association."

He assured delegates that their proposals and recommendations will be carefully considered and if practical and desirable action will be taken to implement them as soon as possible.

Noting that the theme of the conference is "Action for Advertising," Mr. Oughton urged delegates to action stations. And action was what he got.

■ In five closed sessions which went on simultaneously and lasted all day, delegates hammered out a raft of recommendations which should keep the new council busy for a long time to come. Debate was lively and often heated.

Chairmen of the discussion groups reported back to the plenary session yesterday with the recommendations of delegates. Some were quite startling and packed a wallop.

Sir Miles Thomas, chairman of Monsanto Chemicals Ltd. and a past president of the association, introduced the hottest recommendation, which emerged from the session on "Public Confidence in Advertising."

■ A substantial majority at this session passed a resolution calling for establishment of a body to police advertising. The proposal, when put to the plenary session, was carried with only two votes against it.

It said:

"This conference strongly recommends the setting up forthwith of an advertising standards authority representing advertisers, media and advertising agencies under an independent chairman of accepted public standing to establish and operate an advertising charter, permissive and restrictive in scope, for the control of advertising in all media with full powers of enforcement and the right to publish its findings."

■ This recommendation came at a time when F. J. Erroll, minister of state at the Board of Trade, was warning the delegates that there are still "weaknesses in the application and coordination of your rules and regulations in the general field of advertising."

Mr. Oughton later said in an interview that he considers the recommendation to set up this central authority is the most important single factor to emerge from the conference.

If the proposed authority is established, said Mr. Oughton, there will be no need for any form of government legislation on advertising.

■ The "public confidence" group decided a thorough independent public opinion survey on advertising is needed but the consensus appears to be that there is no thorough-going enthusiasm for setting up such a survey at present.

It also decided that it is neither a workable nor desirable move for the advertising industry to handle public service campaigns as an effective public relations instrument for advertising. The group felt that as Britain is a welfare state such activities could best be left to official bodies.

But it did recommend that there is good reason for the activities of the association to be expanded and that it be given more money to finance its activities. Delegates pointed out that the money available to the association at present represents less than one one-hundredth of 1% of the total amount spent on advertising in Britain.

■ The study group on "The Economics of Advertising" recommended that a simple publication be produced to tell the man-in-the-street about advertising, how it contributes to the national economy and helps reduce the cost of goods and services. It should emphasize, the group said, that advertising is only one part of the wider field of marketing.

It urged that manufacturers be invited to give figures on advertising expenditure related to sales of defined categories of goods for publication without identification of the companies concerned.

It also recommended the compilation of a record of case histories in advertising to be available to industry but not necessarily for publication. This information, the group suggested, would be very useful to potential and existing advertisers.

■ The "economics" group generally accepted the view that "knocking copy" brings disrepute on advertising but urged that the time has come for a review of the definition and enforcement of the rule against such copy.

Most vigorous discussion in this group centered on the methods of agency renumeration. They recommended that the association set up a committee to review the present system of agency renumeration. The review, it said, should be carried out in conjunction with other professional bodies involved, under an independent chairman.

■ Advertisers attending this group expressed the view that the recently imposed 10% tax on television advertising will hurt the press and other media, with a consequent threat to the survival of smaller newspapers and journals and ancillary trades.

The group recommended that the association immediately ask members to furnish information on the effects of the tax on appropriations so as to provide specific evidence to the government of its damaging effect before the Parliamentary debate.

So urgent did the group feel this issue was that they urged members should be asked to supply the information before they left Brighton, and questionnaires were distributed to all members before the end of the conference.

■ The questionnaire asked delegates whether their company advertises on television, and what percentage of advertising expenditure goes on this medium rather than to the press. Then it asks whether the company is likely to raise its appropriation to take account of the tax. If the answer is no, then the questionnaire asks whether the company plans to cut television advertising by 10% or more to maintain television bookings while cutting press expenditure by 10% or more.

The questionnaire also asks if delegates are able to give instances of decisions taken on redistribution of advertising appropriations as a result of the new tax. The form was accompanied by a letter from the association president saying it is imperative "that some informed and tabulated forecast" of the effect of the tax should be made.

■ In another development, the Incorporated Society of British Advertisers, representing some 750 companies placing 75% of television advertising, and the Institute of Practitioners in Advertising, representing some 250 agencies placing 80% of tv advertising, announced a joint approach to the government. They said they had sent a letter to the Chancellor of the Exchequer, Selwyn Lloyd, asking for an immediate interview on the tv tax.

Delegates were told of the move by W. E. Phillips, ISBA president, who said the two bodies "declare and prosecute our opposition to the proposed tax in every way within our power."

At a news conference later, Mr. Phillips said the joint viewpoint is that this is a tax not against television advertising but against advertising as a whole. They hope the chancellor will see representatives soon and that on hearing their case will withdraw the tax.

■ R. A. Bevan, chairman of S. H. Benson Ltd. and president of the IPA, said in reply to a question on the attitude of the commercial television companies:

"The tv companies are as conscious as advertising agents that this is a tax on advertising ... They are all militant in their opposition to the tax."

The bitterness of advertising men over imposition of the tax was made plain by Mr. Oughton at the final conference session. Turning to F. J. Erroll, Board of Trade minister of state, beside him on the platform, he said:

"We have views here about the tv tax that are almost angry and I would be dishonest in the presence of the minister if I did not register those feelings."

■ Mr. Erroll deviated from his prepared speech to comment briefly on the subject of the tv tax when he said:

"All taxes—let's face it—are unpopular; but a new tax is particularly unpopular—especially this particular tax in this place at this time. I think you would be less than human if you had kept silent on this topic during the conference.

"I am very glad you are proposing to meet the Chancellor at the earliest possible opportunity; and I am sure he will listen with his customary care and attention to what you have to say."

When the ironic laughter had died down, Mr. Erroll added:

"Well, gentlemen, did you really expect me to say anything more?"

■ Among the other recommendations submitted by study groups to the council were:

• Revival of the association's export committee to assist advertisers and agencies in the international field. Wide dissatisfaction was expressed with the commercial services maintained by the government.

• Devotion of more time, money and effort to recruitment of people for advertising. It was suggested that a pr campaign spelling out the social and economic contributions of advertising would help to attract first-class candidates.

• Establishment of a tripartite (advertiser-agency-media) unit to centralize activities in media research. #

Kilgore Arndt Sanborn Rickard Lando

NEW OFFICERS—*W. L. Sanborn, president, Winius-Brandon Co., St. Louis, was elected president of the Continental Advertising Agency Network at the group's recent meeting in St. Louis. Robert N. Lando, Lando Advertising Agency, Pittsburgh, was elected vp. Members of the executive committee are Robert E. Kilgore, president, Gray & Kilgore, Detroit; Robert N. D. Arndt, Arndt, Preston, Chapin, Lamb & Keen, Philadelphia; and Carroll H. Rickard, Noyes & Co., Providence, R.I.*

New 'Doane's Magazine' Names Neal, Goetsch, Four Reps

Jesse A. Neal has been named advertising director of *Doane's Business Magazine for American Agriculture*, new monthly farm publication to be launched by Doane Agricultural Service, St. Louis, Aug. 15 (AA, May 1). Forrest L. Goetsch has been named publisher of the magazine. Mr. Neal is general sales manager and Mr. Goetsch vp of Doane Agricultural Service. Following are the sales representatives of the new magazine: Philip C. Miller, 919 Michigan Ave., Chicago; Frank B. Heib, 12986 Houston-Whittier, Detroit; Dean & Slaughter, 502 National Bldg., Minneapolis; and Billingslea & Ficke, 420 Lexington Ave., New York. In the May 1 news story announcing the new publication, ADVERTISING AGE incorrectly reported the name as *Doane's Business Magazine for American Agricultural*.

Steimle Moves; Adds One

Steimle Advertising Co., which has maintained offices in Palo Alto for five years, has moved to new quarters at 458 Broadway in San Francisco and the Palo Alto location will be used as a service center for clients on the San Francisco Peninsula. Steimle has been named to handle advertising for Glassart Inc., Scottsdale, designer of stained glass products.

Macfadden Signs with Printer

Macfadden Publications, recently purchased by Bartell Broadcasting, has completed a stock transaction and printing contract with Process Lithographers, which gives Macfadden and Process part ownership of each other. Both are New York companies.

Fuoss to Succeed Hibbs as Editorial Chief of 'Post'

PHILADELPHIA, May 10—Robert Fuoss, executive editor of *The Saturday Evening Post*, will become editor-in-chief on Jan. 1, 1962, succeeding Ben Hibbs.

Robert E. MacNeal, president of Curtis Publishing Co., said editors of the *Post* are now in the process of an extensive redesign of the magazine, which will "probably be put into effect early this fall" (AA, April 3). Mr. Fuoss is in charge of these changes.

Mr. Fuoss, who is 48, came to Curtis in 1937 as promotion manager of *Country Gentleman*. He later moved to the same job on the *Post*. He became managing editor of the *Post* in 1942 and executive editor in 1955.

Ben Hibbs Robert Fuoss

Mr. Hibbs, who will be 60 in July, came to Curtis in 1929 as an associate editor of *Country Gentleman* and became editor in 1940. He was named editor of the *Post* in March, 1942. During his editorship, *Post* circulation climbed from some 3,250,000 to the current 6,500,000. #

'Livestock Journal' Opens Three Branch Offices

American Livestock Journal (formerly *Breeder's Gazette*), Corsicana, Tex., has named three managers to head new sales offices: Dick Jones, 333 N. Michigan Ave., Chicago; Charles Sheppard, Penobscot Bldg., Detroit; and Fred Fey, Citizens Bldg., Cleveland.

Mineral Concentrates to Mosher

Mineral Concentrates & Chemical Co., Denver, has appointed Mosher, Reimer & Williamson, Denver, to handle advertising and publicity.

Lush Moves to New Offices

E. J. Lush Inc., New Haven, Conn., has moved to new offices at 207 Orange St.

Adman in the News . . . Fred W. Pitzer

The newspaper business will head into the advertising media battle loaded for bear, if the competitive record and the hard sell thesis of Fred W. Pitzer are any indications.

Fred W. Pitzer

Mr. Pitzer, who has been elected national president of the American Assn. of Newspaper Representatives (AA, May 1), this week was mapping his strategy in selling against tv and magazines. At his Jann & Kelley office, where he is a vp and national sales director of the newspaper representative, he told ADVERTISING AGE:

"Any company whose volume is more than $75,000,000 should be a target for newspapers."

Mr. Pitzer was referring to the combined AANR-Bureau of Advertising Target Sell, which thus far has (1) made 50 presentations; (2) sold 13 accounts; and (3) planned another 100 presentations to advertisers and agencies.

"Perhaps the time has come to sell newspaper advertising to the Hershey Chocolate Corp. and others which spend little or no money in any medium," Mr. Pitzer said.

■ He cautioned, however, that "Most of all we must sell the medium because without an advertiser's newspaper appropriation there is no individual newspaper schedule."

Urging use of a "modern marketing concept," Mr. Pitzer said newspapers should find out what ad prospects want, determine the answer in terms of newspaper characteristics, and sell their products at a profit.

"A newspaper's best sales motivation invariably includes its efficiency in delivering conscious impressions," he said, charging that this is tv's big weakness.

On the other hand, he said, newspapers are missing the boat in not pounding home messages about higher "noting" and "read most" scores than 10 years ago.

■ Squaring himself up in his hardback chair, Mr. Pitzer added: "Shell Oil Co. seems to have recognized this. The first Shell ad studied this year had a men's noting of 63%, and, though it had over 1,200 words in the text, 17% read most of it—where the hard-sell is."

On the subject of color—which looms as a future media battleground—Mr. Pitzer said newspaper selling and research would aim their ammunition directly at magazines, tv, outdoor and direct mail.

■ He warned: "Too much newspaper color selling attempts to prove that newspaper color is a better value than b&w. Do you realize this is a form of cannibalism? It's like a red dog biting a black dog, instead of chasing cats.

"In other words, sell against your competition—not against yourself. This should be the industry's most important project, now, before color tv comes of age," he urged.

If some newspapers have been chary of hi-fi wallpaper inserts, he said, "It is probably because they have a big investment in r.o.p. color presses and don't like to see them idle. However, the use of hi-fi will grow. In 1959 about 25,000,000 hi-fi ad circulation appeared. In 1960 it amounted to 125,000,000. This year it will probably hit close to 200,000,000," he said.

■ Citing hi-fi's "tremendous impact," Mr. Pitzer said that the Clairol hi-fi insert "was noted by 81% of the women and had a read-most score of 17%. The identical color ad in *Life* received only a 34% noted score and 9% read most. To secure comparable noting and reading in *Life*, an advertiser would have to run a three-page gatefold in color," he said.

■ Commenting on recent charges that a multiplicity of discounts among newspapers has caused a "rate jungle" (AA, May 1), Mr. Pitzer opined:

"If the dailies are continually criticized, they will probably abandon the discounts and go back to flat rates. More important right now is to develop research and sales techniques to demonstrate and predict the effects of multiple newspaper insertions. A salesman should be able to say:

" 'A newspaper ad with 25% noting, run 12 times, will be noted by 80% of the readers four times each. The second conscious impression doubles brand familiarity, the third noting triples the copy claim believability, and you require all four exposures to double the reader's desire to buy'."

Mr. Pitzer added, "A salesman sells; a rate card does not." He recalled that about 25 years ago newspapers went through a discount cycle.

■ When he takes the AANR reins on July 1, Mr. Pitzer will bring along this background:

He is credited with the first sale (to Calvert Distillers Co.) by the joint BofA-AANR Target Sell, which now involves the bureau and 135 AANR salesmen among 33 representatives in the U.S. Mr. Pitzer's presentation to Calvert boosted its newspaper liquor budget from $749,536 in 1959 to $1,507,776 in 1960 ("and the January-to-June, 1961, figures aren't in yet—Calvert's fiscal year ends in July"). Magazines, meanwhile, dropped from $2,510,249 to $1,076,916 in the Calvert picture.

■ In 1958, Mr Pitzer developed and presented "Advertising Readership Cost Patterns" at a convention of the Newspaper Advertising Executives Assn. This summation, together with materials he later organized and presented to some 900 media and account people, has been regarded as the forerunner of the current AANR-BofA Target plan.

Mr. Pitzer formerly served as secretary, director, vp, committee chairman, and president of the New York chapter of AANR, and has been a national vp of AANR. Swapping the name "Newspaper Ave." for "Madison Ave." in conjunction with National Newspaper Week was inspired by Mr. Pitzer.

■ He joined Jann & Kelley in 1939, after a string of depression ad jobs, including stints with Texas Co. and a real estate company. The decisive moment, he said, was in 1935, when he scrapped journalism (and Columbia University) and stepped into advertising.

Today, besides promoting newspapers, he said, his biggest rewards are home-oriented: A wife and two children—a boy, 19, and a girl, 17—in Eastchester. ≠

PROOFREADING

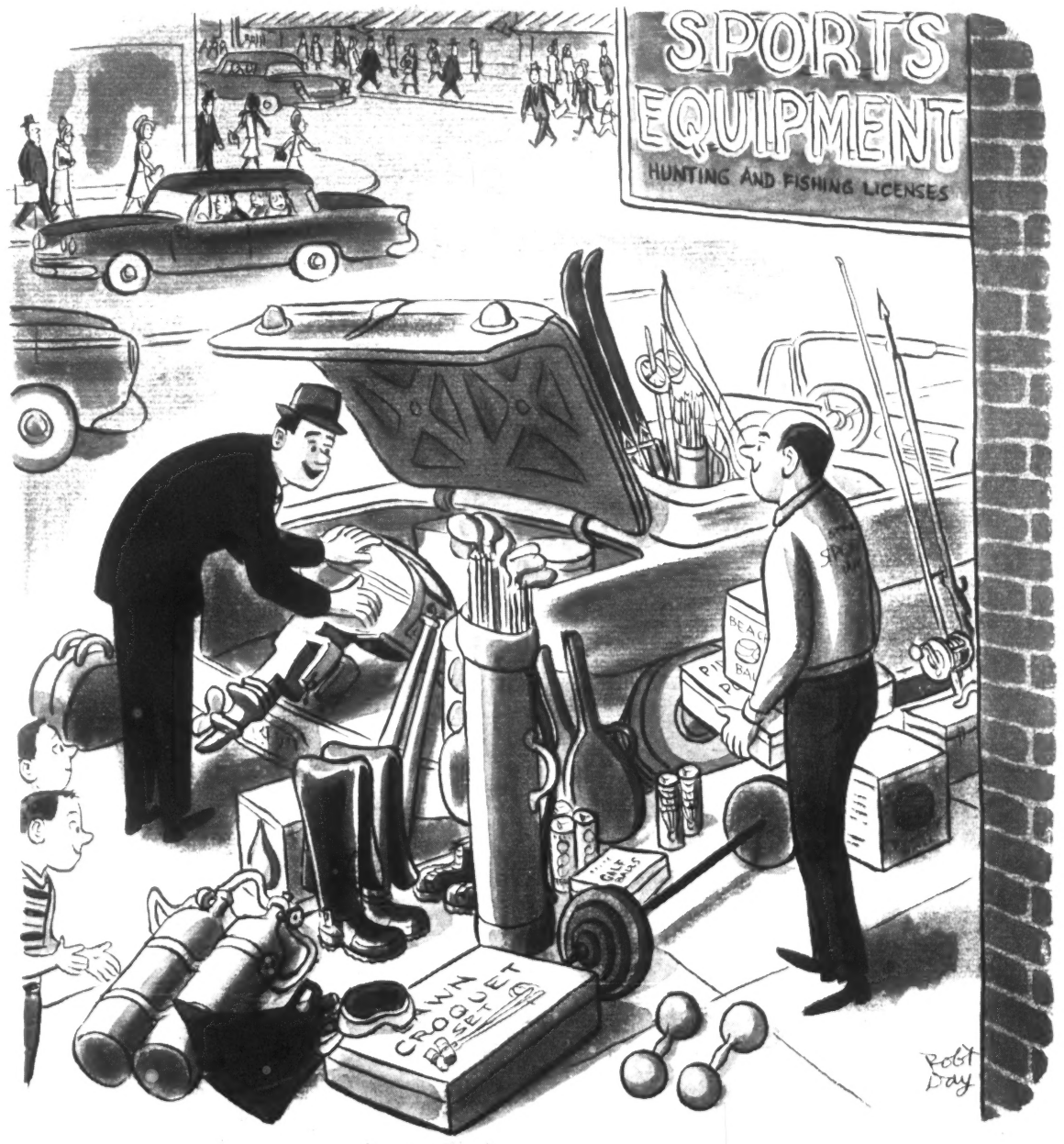
CONSOLIDATE YOUR OPERATION INTO ONE RELIABLE SOURCE.

LET READ/IT READ IT!

READ/IT, INC

53 W. Jackson Blvd. • Chicago 4, Ill.

INSIDE SOLID CINCINNATI:



" . . . so when George told me at lunch that we Cincinnati Enquirer families have $600 a year more to spend than the average family, well . . . "

. . . . . SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Daily Enquirer families *make* more, *need* more, *spend* more. You're *in solid* with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the market-that-matters in Cincinnati, write the Cincinnati Enquirer's Research Department for the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1960 — 50,026

HELP WANTED

PUBLIC RELATIONS

Phila. office of leading national advertising agency has two openings in its PR Dept. (1) PR Acc't. Exec. experienced in working with editors of technical and industrial pubs. (2) PR Acc't. Exec. experienced in working with consumer pubs. and with news, financial and business editors. Both men should be self-starters; fast, precise writers. Write to:

Public Relations Department
ERWIN WASEY
RUTHRAUFF & RYAN, INC.
3 Penn Center, Philadelphia 2, Pa.

PUBLIC RELATIONS MAN—PRESS AGENT

to handle complete PR program for growing consumer goods producer with national distribution. Young, experienced, will work out of general corporate office in Chicago. Opportunity to grow.

Box 4857, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

—WANTED—

Free Lance Sales Promotion
Merchandising Idea Man for Consumer
Market (premiums—Contests)
We can sell your creative ideas to
our clients. Our people know
of this Ad. Write
Box 4858, ADVERTISING AGE
630 Third Ave., New York 17, New York

AGENCY MEDIA OPPORTUNITY for man 28-35 exp'd in contact, planning, buying, analysis, in growing Chicago office of major national agency. Good starting salary, optimistic future, solid organization. Include full info in reply including salary desired. Write

Box 4859, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity ..... editors
adv. managers ..... copywriters
artists media production sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

TOP COPY CHIEF

... The person we seek must be skilled not only in writing but in reaching to the heart of a product's merits ... and finding the fresh, warm, believable idea that makes an advertisement click. If you have demonstrated ability in both print and broadcast and the willingness to sweat for perfection, write full details of your working history and salary requirements.

BAUER & TRIPP, INC.
Box 210
1528 Walnut Street
Philadelphia 2, Pa.

COPY WRITER
BY EASTERN PENNSYLVANIA ADVERTISING AGENCY

Ideas and some experience essential. Knowledge of trade and industrial as well as consumer desirable. Salary in $7000 plus area depending upon qualifications.

Box 4862, ADVERTISING AGE
630 Third Ave., New York 17, New York

HELP WANTED

Copywriter

For our growing, medium size, southwestern New York State agency. Several years of agency copy-contact experience handling industrial accounts absolutely necessary. You must be a self starter—a man that can develop and write ads, catalogs, direct mail, publicity in a positive, clear, sales minded style. If you are interested in working in a stimulating atmosphere with young and aggressive creative talent, send us a resume, realistic salary requirements, a small snapshot and a few examples of your work.

Box 4884, ADVERTISING AGE
630 Third Ave., New York 17, New York

SPACE SALESMAN for established merchandising trade publication. Senior territory opening in Chicago for an enthusiastic and persistant young salesman. Some successful space sales experience in midwest necessary. Exceptional opportunity and excellent potential based on salary plus commission. Travel paid. Starting salary commensurate with experience. Send complete resume and business references in confidence.

Box 4860, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIAL SPACE SALESMAN

Leading industrial publisher has opening in New England territory for an enthusiastic, energetic, creative salesman. Unlimited opportunity for right man. Send detailed resume in complete confidence.

Box 4863, ADVERTISING AGE
630 Third Ave., New York 17, New York

Write for free copy, "National Employment Reports." Describes hundreds of $7,000-$35,000 Executive job openings. **National Employment Reports, 20 E. Jackson, 902-G, Chicago 4.**

EDITOR—L.A. trade mag. wants asst. edit. Exper. essential. Incl. reporting, writing, makeup. Bus.-finance b.g. desir. Career position. No hacks.

Box 27 Q 198, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago.

PR—WRITER

Chicago PR & Adv. agency needs seasoned writer with ideas. Newspaper or trade magazine background; financial PR experience desirable. Opportunity to work into planning, contact, new business—but ability to write is a "must". Send resume, with earning record and salary requirements. No samples.

Box 4861, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ABILITIES LOCATED AGENCY

280 Madison Avenue, N.Y. 17, N.Y.
Typical current openings in publishing:
Circulation Manager, Direct Mail, to $15000
Managing Editor-M.B.A., 1-3 yr exp, 100+
Book Prdn Mgr., M.F. 5-10 yr exp, to $8000
Graphic Arts Supvrs-Corp. to $8700+

POSITIONS WANTED

ATT: AGENCIES, ADVERTISERS

Copywriter cramped by limited creative atmosphere, offers five-year background translating product values into compelling, **meaningful** sales messages.

Box 4843, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEXICAN CONFIDENTIAL LISTENING POST—Experienced American writer available for advertiser, agency, trade association, magazine or newspaper group.

Box 4842, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN: I am presently employed, successfully selling for a top industrial publication with tough competition. Have increased billing and my share of the competitive "pie" in my territory. Good creative salesman; a self-starter able to manage myself and my territory. Want first-rate proposition with alive publication that wants a man able to produce top results. East only. If you need the right man, answer this advertisement now!

Box 4864, ADVERTISING AGE
630 Third Ave., New York 17, New York

HAVE YOU EVER WISHED FOR

(but never had time to look for) a reliable and dependable "assistant"?—one who would learn your business, policies, endeavors, and purposes with speed and keen perception—one you could rely on to deal with your customers (from bankers to janitors), associates, and competitors as you would deal with them yourself—one who could predict and, therefore, prepare for your actions and requirements—one with at least limited experience in public-employee relations; printing and mailing; all phases of clerical endeavors; editing, copy writing, and layout; and claims (I am only 26)—one who would answer your mail with eloquent letters tailored to please the recipient as well as serve a purpose—one who would so relieve your work load that you would have time for 18 holes of golf a week. If so, stop wishing; I am available.

Box 4865, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEW BUSINESS SOLICITOR-ACCOUNT EXECUTIVE

needs more room to operate. Creative writer who sells ideas, offers professional services to agency that wants to grow. Knowledge all phases agency functions and operation plus publicity and P.R. Strong on Industrial and Automotive. Available on 30 days notice.

Box 4847, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DRUG MAN

Understands and believes in USP as best advertising approach for proprietary drugs. Now handling heavily promoted #1 seller and companion brands. Experienced test marketing, new product introduction and all aspects of account management.

Box 4866, ADVERTISING AGE
630 Third Ave., New York 17, New York

CREATIVE SUPERVISOR AVAILABLE
SALES PROMOTION AND PRINT

Copy-contact pro. Heavy experience in merchandising materials and marketing communications for major accounts in top agency. Retail and print background.

Box 4867, ADVERTISING AGE
630 Third Ave., New York 17, New York

ORIGINALITY? REALITY?
EAT YOUR CAKE; HAVE IT TOO!

I do any copywriting job; imaginatively, sensibly, rapidly, effectively! Ten years, AAAA agencies. Prefer New York or Chicago agency.

Box 4868, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

ART DIRECTOR-LAYOUT ARTIST

Employed, 12 yrs. experience. Ready for the agency that demands creativity—and will pay for it. BFA, married.

Box 4869, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

A WELL RECOMMENDED MAN

as Publisher or Business Manager-well qualified, experienced with excellent record. Will consider investment.

Box 27 Q 72, ADVERTISING AGE
4041 Marlton Ave., Los Angeles, Calif.

NOTHING NEW!
HOW ABOUT A LIFT?

I need it too! Six years of well rounded experience in sales promotion dept. for well known national manufacturer. Asst. to V.P. Copy—Production—Design—I do them all. 32 and married. Stay in N.Y. or go West.

Box 4870, ADVERTISING AGE
630 Third Ave., New York 17, New York

A & SP MANAGER OR ASSISTANT

Fifteen years all phases sales promotion & advertising, industrial & building products. Experienced budget planning & control, layout & copy. Heavy background sales aids, displays, trade exhibits.

Box 4883, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TO AGENCIES IN MEDIUM SIZE MARKETS:
NEW YORK TELEVISION-RADIO EXECUTIVE WANTS TO RELOCATE

If you need a mature executive, widely experienced broadcast media, operations, as well as all phases account and contact work, this could be your man. Top reputation. Wants to leave New York for smaller market. Salary secondary consideration if job challenging and opportunity exists.

Box 4871, ADVERTISING AGE
630 Third Ave., New York 17, New York

CREATIVE DIRECTOR, SLIGHTLY SHOPWORN

Craftsman mired in small-agency rut offers super-honed copy skills in return for big-agency challenge. Print, radio, TV; consumer, industrial. 25 peak years to go.

Box 4872, ADVERTISING AGE
630 Third Ave., New York 17, New York

PRODUCER

Unique bg. in TV Programming, Mot. Pix Prod. & A-V Aids. Inventively thorough. Good Team Man in Visual Communications.

Box 4873, ADVERTISING AGE
630 Third Ave., New York 17, New York

PR/PROM VERSATILE ASST GAL FRI

Amitious, seeks challenging Manh. job in world of sales communications. BA, 4½ yrs exp contact, writing, research (non stat)—some steno. **PL 7-6300 I.K.**

INTERNATIONAL MANAGEMENT ADVERTISING EXECUTIVE

10 years international advertising experience in effective control, planning, programming, execution and coordination of complete international advertising activities, including budget and expense control. Knowledge of international expansion planning by markets. Actual field work in foreign markets. If you need immediate assistance to direct and control your international advertising intelligently and economically, write

Box 4855, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGENCY BUSINESS MANAGER

10 years specialized agency management experience including profit & expense control. Also account executive background.

Box 4856, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

VERSATILE MAGAZINE EDITOR

Enterprising young editor (30) with 4 yrs experience directing top trade book seeks challenging opportunity. Equally adept at writing, photography, planning, design and production. M.A. in journalism. Write:

Box 4874, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

4A ADV. AGENCY Sr. Acct. Exec., also 10 years Montgomery Ward Catalog & Retail Store set-up, all phases, desires agency or publications field. Executive type. L.A. area only. Henry Hefler, ST 5-0381

POSITIONS WANTED

SEEKING A CREATIVE MAN?
Check this 4-A Agency V.P.

15 yrs. exp. national, regional, local accounts as Art Director. Now and for past 6 yrs. No. 2 man and Creative Director for successful 4-A Agency. Interested in Creative Director or important Art Director spot. Record proves I can be valuable ... let's explore!

Box 4875, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY CHIEF—CREATIVE DIRECTOR RE-LOCATE S. CENTRAL SOUTHWEST

38 yrs. 15-yr. exp. all media, including top 10 4-A agencies. Automotive, electrical, appliances, durable goods, liquor, clothing, drug, general. Radio/TV production. Excellent health. Married. $12,000/$15,000. Contact

Box 4876, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

Space representatives wanted in Chicago area, Cleveland area, Philadelphia area, and Southeast United States for new electronic publication. Write

Box 4877, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

BALTIMORE-WASHINGTON, D.C.
"Go-Getter" offers productive representation in Middle-Atlantic area for trade or consumer pubs. Let's exchange ideas.

Box 4878, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Have Cadillac—will travel all or part of United States. 20 years sales experience. Interview requested.

Box 4879, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ATTENTION MAGAZINE PUBLISHERS

Oldest magazine representative firm with fully staffed offices San Francisco and Los Angeles now owned and operated by experienced men 35-40 age bracket, has recently increased sales personnel and seeks additional publication to represent, either consumer or trade. If interested will gladly refer you to our present publishers as to kind of job we do for them. Address

Box 4880, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

BUSINESS OPPORTUNITIES

For Buying and Selling
PUBLISHING PROPERTIES
contact
W. B. GRIMES & CO.
—Media Brokers—
2000 Florida Avenue, N.W.
Washington 9, D.C.
DEcatur 2-2311

ACCOUNT MAN WITH OWN BILLINGS

Small Chicago advertising agency with complete art and production department offers opportunity to consolidate use of common facilities. Loop location.

Box 4881, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

Country living: 70 min. from Randolph & Michigan. On Lake Michigan. 8 rm house, brick, split level, picture windows, fireplace, 2½ baths. Beau. lndscp. Large rec. rm & bar in full basmt, oil heat, storm windows. Taxes under $300. Schls, churches, shopping. $29,500. **Phone Mrs. Dahl, Mich. City Tr 4-7979** to see Michiana Shores, sales from $8500 to $65,000.

YOUR OWN JOHNNY-ON-THE-SPOT! Furnished space wanted in ad agency by publicity man. Seek single modern office with door to corridor. Rent, or services and rent. Have own clients. Prefer Michigan and Wacker area.

Box 4882, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

35mm COLOR SLIDE DUPLICATES made from your master transparencies as low as 9½c each. Write for sample slides, full information to:
WORLD IN COLOR PRODUCTIONS, Box 392-F, Elmira, N. Y.

LUCKY BEAN
Tiny Hand Carved Ivory Elephant in a Pea Shell. Imported from India. Low Cost Item.
CASIMIR BARAN
33 Willowdale Drive Buffalo 24, N. Y.

Advertising & Sales Management

15 years top management experience in industrial and consumer product marketing, merchandising, advertising and sales management. Have successfully displayed creative ability to increase sales under all conditions. An imaginative self starter with an abundance of strong enthusiasm. Age 35. B.S., M.B.A. will relocate.

Box 27 Q 83, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

ARTIST needed by busy ad agency in pleasant Central Illinois city. Layout, illustration, finish experience required. Good salary with full benefits. Send resume. Box 744, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Our 50th Year

ART DIRECTOR—4 A agcy Creative layout essential	$12,000
COPYWRITER—TV-Radio food exp. req.—Chicago agcy	7,500
LAYOUT ARTIST—man or woman retail groc. newsp. ads	6,500

MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone CEntral 6-5353

SPACE SALESMAN

Trade publication in Feed Manufacturing field seeks space salesman with proven ability in feed or allied field. Chicago area. Exceptional opportunity with long-established company. Extraordinary fringe benefits. Salary commensurate with experience. Our staff knows of this ad. Send full resume. **Box 735, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.**

TOP ELECTRONICS AND AVIONICS ADVERTISING MANAGEMENT POSITION

This is the kind of opportunity a technically oriented advertising professional waits for. It is a newly created position in a major and growing Southern California electronics firm with international sales. This is a stimulating challenge that presents tremendous opportunity for personal growth.

Salary will be commensurate with your present employment stature, experience and potential for this position. Age is no deterrent. Marketing know-how in both military and industrial programming, and successful high-level administration experience mean the most.

The right man for this position probably already is working at a comparable level, or is a staff member ready to assume senior authority and responsibility. **Write or wire Box 27 Q 199, ADVERTISING AGE, 4041 Marlton Ave., Los Angeles 8, California.**

CREATIVE HOUSE
PERSONNEL

Print-TV Writer*	$22,000
TV Writer-Producer*	$18,000
Copy Chief*	$15,000
Medical Copywriter	$13,000
Art Director*	$12,000
Copy-Contact	$12,000
TV Art Director*	$12,000
TV Writer-Producer	$10,000
Medical Copywriter	$10,000
Utilities Acc't. Exec.	$ 8,000
Print-TV Writer	$ 7,500
Writer TV-Film	OPEN
Layout-Production	$135 wk
Secretary-Typist	$350 mo

* Out of town

JACK BAXTER KNOWS ADVERTISING
ADVERTISING KNOWS JACK BAXTER
41 EAST OAK • CHICAGO, 11 • DE 7-0001

IF YOU ARE AN EXPERIENCED CREATIVE SALES PROMOTION "PRO"

. . . a 28 to 38 year-old college graduate

. . . who has the "account exec" knack of quickly grasping product and marketing facts

. . . and can take the lead in developing collateral materials such as product literature, visual selling aids, P.O.P. materials and sales meeting presentations

. . . by sparking ideas that transform the ordinary into the unusual and follow up with crisp selling copy

then, there's a real opportunity for you here.

Experience in the drug or sundries field will give you an edge. Six to 10 years' experience in this work, either with a manufacturer or agency, also desirable.

If you fit this profile, write us all about yourself, giving salary requirements.

BOX 740, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BIRCH
Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

DON HARRIS NEEDS . . .

AE, construction market, prestige account. A marketer who knows his way through distribution, specifiers, contractors, to consumer ..... $18-20M!

COPY, FOODS. Print and broadcast. Name-accounts experience. A pro whose samples prove he likes to be proud of his work. Over $25 million agency ..... to $18M

BRAND MANAGER, national food company. Experience as such after food sales experience $10M

TECHNICAL WRITER with knowledge of graphic arts requirements ..... to $7,500

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago WA 2-9400

WANTED
ADVERTISING AGENCY PUBLIC RELATIONS DIRECTOR

The "New Frontier" needed our department head. His replacement must be an all around man who is eager to expand department, able to build plans, sell his ideas in and out of the agency, write and supervise as well. Agency serves distinguished list of national advertisers. Full employee benefits.

Send written resumes only to Dan J. Loden, VP/Director, VanSant, Dugdale & Co., Inc., 15 East Fayette Street, Balto. 2, Md.

Available Now!
TOP CREATIVE DIRECTOR FOR SMALL TO MEDIUM SIZED AGENCY

Creator, writer of the kind of ideas and quality copy that stand out, make small budgets work hard! *Especially* rich in TV background with a long string of sparkling successes. Nearly 20 years of Major-league agency experience, supervising groups of 2 to 10 people on multi-million dollar accounts. Personable, prolific, versatile. Heavy automotive, some hard goods, wealth of package goods of practically every type. Trade, p.o.p. & consumer. Presently doing freelance and consultation work, but would like to connect with growing agency where I can work directly with the key people, follow ideas and campaigns all the way through and, where needed, participate in contact, planning and new business efforts. Enthusiastic though mature 42. Prefer N. Y. Area, but will consider relocating in any cosmopolitan city. If your situation calls for this kind of background write now to Box 741, Advertising Age, 630 Third Avenue, New York 17, N. Y.

TO A **COPYWRITER** WHO WANTS TO ENJOY
BIG CITY INCOME
with **SMALL CITY LIVING!**

We're looking for a man who enjoys writing persuasive advertising copy. He may be at present a copy chief or capable of being one. On the other hand he may be a copy director, slightly fed up with the daily rat race of catching the 7:15 ..... AM and PM, that is.

Here, in this Heart of America 4A agency, you will be working with others who have probably won more awards per square foot of wall space than any other single group while developing their artistry in preparing exceptionally persuasive advertising ideas and copy for a limited number of worthwhile accounts. (To be specific, average in high six figures—50% listed on New York Stock Exchange)

You will not be asked to help reach decisions on the purchase of paper clips or rubber bands, nor will you be brain-washed with interminable meetings over insignificant subjects — in fact, we like our creative staff to dream and think about our clients' products and services in order that they can be more proficient in preparing persuasive ad copy for national media.

About the coin of the realm, we were pleased to learn at the recent 4A Convention that our scale equals "them big city fellers," even though we are located in an area of more modest living costs.

Opportunities? There are no limits for the man selected. Nor are there limits for this company which years ago discovered "creativity" is the most important product of an advertising agency.

Incidentally, we do not believe a man's mind dies at age forty, either. So if you would like to work and enjoy living in this kind of an environment, write and tell us about yourself — in confidence, of course.

BRUCE B. BREWER CO.
900 Walnut, Kansas City, Missouri
Serving the Midwest by Beechcraft and Skelly Gasoline

NORTHERN EUROPE

Radio and TV Director of 4A Agency seeks opportunity in England, France or Germany. Background includes copywriting and motion picture production. Phi Beta Kappa. Superb organizer and creator. Reply to:

ADVERTISING DIVISION
STURM-BURROWS & CO.
Executive Search and Personnel Placement Specialists
1420 Walnut Street Phila. 2, Pa.

ADVERTISING SALESMAN PRINTING PUBLICATION

Because of a retirement, leading business publication has an opening for a hard-working salesman in New York. Experience in space sales or the graphic arts essential. Some travel. Starting salary and commission in keeping with experience. Pension plan, insurance, etc. Send resume to:

Box 745, Advertising Age,
630 Third Ave., New York 17.

FILM-TV-RADIO PRODUCER-DIRECTOR-WRITER

If you're looking for a top-drawer producer-director who can write—who has outstanding film production experience and years in TV & radio as well—let me send you my comprehensive presentation, complete with color photographs of commercials and other assignments I've produced and directed for top companies, to prove that I'm EXACTLY the man for your organization. Blue-chip clients, credits and references.

Box 743, ADVERTISING AGE
630 Third Avenue, New York 17, N.Y.

AD-MEN WANTED!

ACC'T. EXEC'S. — Food experience, $15,000 up (Asst., $10,000); West Coast "Food" man to $18,000; Office equipment experience, to $20,000; Marine experience, $15,000. (Ass't. $10,000). Package goods Acct. Ex.—$20,000.

ARTISTS — Art Director $12,000 to $15,000; Layout artist, $10,000; Junior artist, west coast $8,000.

COPY MEN—Copy Chief—$14,000-$18,000; Five other quick openings, industrial and consumer — $7,500 to $15,000, local, midwest and west coast locations.

MARKET RESEARCH — Mkt. Res. Director—Top agency—$14,000 to $18,000. Young analyst and field research man $8,000. Market research man for utilities consultant—$9,000.

AD MANAGER — Building products — to $20,000. *Quickly!*

CLIFF KNOBLE CADILLAC ASSOCIATES, INC.
29 E. Madison Chicago FI 6-9400

Minow Gives NAB Lots to Think About

WASHINGTON, May 9—Newton N. Minow, chairman of the Federal Communications Commission, has made no speeches since his appointment. He chose the annual convention of the National Assn. of Broadcasters to deliver today what may be an historic speech.

In it his views are expressed on the public responsibilities of broadcasters, on "balanced" programming, on ratings and their place in broadcasting, on programming for children, on license renewal, on network operation and philosophy, and on the responsibility of stations to carry network public service shows. He spoke forthrightly of the commission's views on pay television and uhf allocations, on the need for competition, and on the imminent prospects of international telecasting.

Presented below are significant portions (subheads added) of Mr. Minow's speech, which will be of as much interest to advertisers and agencies as to broadcasters—since he flatly advocates a higher level of programming, which advertisers may either choose to sponsor, or else be forced to move to other media:

". . . It may also come as a surprise to some of you, but I want you to know that you have my admiration and respect. Yours is a most honorable profession. Anyone who is in the broadcasting business has a tough row to hoe. You earn your bread by using public property. When you work in broadcasting you volunteer for public service, public pressure, and public regulation. You must compete with other attractions and other investments, and the only way you can do it is to prove to us every three years that you should have been in business in the first place . . .

"I admire your courage—but that doesn't mean I would make life any easier for you. Your license lets you use the public's airwaves as trustees for 180,000,000 Americans. The public is your beneficiary. If you want to stay on as trustees, you must deliver a decent return to the public—not only to your stockholders. So, as a representative of the public, your health and your product are among my chief concerns.

Medium Is Healthy

"As to your health: let's talk only of television today. 1960 gross broadcast revenues of the television industry were over $1,268,000,000; profit before taxes was $243,900,000, an average return on revenue of 19.2%. Compared with 1959, gross broadcast revenues were $1,163,900,000, and profit before taxes was $222,300,000, an average return on revenue of 19.1%. So, the percentage increase of total revenue from 1959 to 1960 was 9%, and the percentage increase of profit was 9.7%. This, despite a recession. For your investors, the price has indeed been right.

"I have confidence in your health.

"But not in your product . . .

"It would not surprise me if some of you had expected me to come here today and say in effect, 'Clean up your own house or the government will do it for you.'

"Well, in a limited sense, you would be right . . .

"But I want to say to you earnestly that it is not in that spirit that I come before you today, nor is it in that spirit that I intend to serve the FCC.

"I am in Washington to help broadcasting, not to harm it; to strengthen it, not weaken it; to reward it, not punish it; to encourage it, not threaten it; to stimulate it, not censor it.

■ "Above all, I am here to uphold and protect the public interest.

"What do we mean by 'the public interest'? Some say the public interest is merely what interests the public.

"I disagree . . .

"And I would add that in today's world . . . in a time of peril and opportunity, the old complacent, unbalanced fare of Action-Adventure and Situation Comedies is simply not good enough.

"Your industry possesses the most powerful voice in America. It has an inescapable duty to make that voice ring with intelligence and with leadership . . . It

Newton Minow

should be making ready for the kind of leadership that newspapers and magazines assumed years ago, to make our people aware of their world . . .

"When television is good, nothing—not the theater, not the magazines or newspapers—nothing is better.

TV's Dreary Diet

"But when television is bad, nothing is worse. I invite you to sit down in front of your television set when your station goes on the air and stay there without a book, magazine, newspaper, profit and loss sheet or rating book to distract you—and keep your eyes glued to that set until the station signs off. I can assure you that you will observe a vast wasteland.

"You will see a procession of game shows, violence, audience participation shows, formula comedies about totally unbelievable families, blood and thunder, mayhem, violence, sadism, murder, western badmen, western good men, private eyes, gangsters, more violence, and cartoons. And, endlessly, commercials—many screaming, cajoling, and offending. And most of all, boredom. True, you will see a few things you will enjoy. But they will be very, very few. And if you think I exaggerate, try it.

"Is there one person in this room who claims that broadcasting can't do better?

■ "Well, a glance at next season's proposed programming can give us little heart. Of 73½ hours of prime evening time, the networks have tentatively scheduled 59 hours to categories of action-adventure, situation, comedy, variety, quiz, and movies.

"Is there one network president in this room who claims he can't do better?

"Well, is there at least one network president who believes that the other networks can't do better?

"Gentlemen, your trust accounting with your beneficiaries is overdue.

"Never have so few owed so much to so many.

"Why is so much of television so bad? I have heard many answers: demands of your advertisers; competition for ever higher ratings; the need always to attract a mass audience; the high cost of television programs; the insatiable appetite for programming material—these are some of them. Unquestionably, these are tough problems not susceptible to easy answers.

"But I am not convinced that you have tried hard enough to solve them.

■ "I do not accept the idea that the present over-all programming is aimed accurately at the public taste. The ratings tell us only that some people have their television sets turned on and of that number, so many are tuned to one channel and so many to another. They don't tell us what the public might watch if they were offered half a dozen additional choices. A rating, at best, is an indication of how many people saw what you gave them.

"Unfortunately, it does not reveal the depth of the penetration, or the intensity of reaction, and it never reveals what the acceptance would have been if what you gave them had been better—if all the forces of art and creativity and daring and imagination had been unleashed. I believe in the people's good sense and good taste, and I am not convinced that the people's taste is as low as some of you assume.

"My concern with the rating services is not with their accuracy. Perhaps they are accurate. I really don't know. What, then, is wrong with the ratings? It's not been their accuracy—it's been their use.

Children Ill-Served

"Certainly, I hope you will agree that ratings should have little influence where children are concerned. The test estimates indicate that during the hours of 5 to 6 p.m. 60% of your audience is composed of children under 12. And most young children today, believe it or not, spend as much time watching television as they do in the schoolroom. I repeat—let that sink in—most young children today spend as much time watching television as they do in the schoolroom. It used to be said that there were three great influences on a child: home, school, and church. Today, there is a fourth great influence, and you ladies and gentlemen control it.

"If parents, teachers, and ministers conducted their responsibilities by following the ratings, children would have a steady diet of ice cream, school holidays, and no Sunday School . . . There are some fine children's shows, but they are drowned out in the massive doses of cartoons, violence, and more violence. Must these be your trademarks? Search your consciences and see if you cannot offer more to your young beneficiaries whose future you guide so many hours each and every day.

"What about adult programming and ratings? You know, newspaper publishers take popularity ratings too. The answers are pretty clear: it is almost always the comics, followed by the advice to the lovelorn columns. But, ladies and gentlemen, the news is still on the front page of all newspapers, the editorials are not replaced by more comics, the newspapers have not become one long collection of advice to the lovelorn. Yet newspapers do not need a license from the government to be in business—they do not use public property . . . Broadcasting cannot continue to live by the numbers. Ratings ought to be the slave of the broadcaster, not his master. And you and I both know that the rating services themselves would agree.

■ "Let me make clear that what I am talking about is balance. I believe that the public interest is made up of many interests. There are many people in this great country and you must serve all of us. You will get no argument from me if you say that, given a choice between a western and a symphony, more people will watch the western. I like westerns and private eyes too—but a steady diet for the whole country is obviously not in the public interest. We all know that people would more often prefer to be entertained than stimulated or informed. But your obligations are not satisfied if you look only to popularity as a test of what to broadcast. You are not only in show business; you are free to communicate ideas as well as relaxation. You must provide a wider range of choices, more diversity, more alternatives. It is not enough to cater to the nation's whims—you must also serve the nation's needs.

"And I would add this—that if

(Continued on Page 110)

Slate Sutton Marion McClymonds Wailes Russell Arnoux Essex McMurry

BROADCASTERS—*Among those at the National Assn. of Broadcasters in Washington were Sam Slate, WCBS, New York; Robert P. Sutton, KNX, Los Angeles; Paul B. Marion, WBT, Charlotte, N. C.; Clyde C. McClymonds and Lee B. Wailes, Storer Broadcasting Co., Miami Beach; James D. Russell, KKTV, KFMH, KGHF, Colorado Springs; Campbell Arnoux, WTAR Radio-TV Corp., Norfolk, Va.; Harold Essex, WSJS, Winston-Salem, radio and tv outlets; and James S. McMurry, WSIX, Nashville.*

Newton Minow . . .

some of you persist in a relentless search for the highest rating and the lowest common denominator, you may very well lose your audience. Because, to paraphrase a great American who was recently my law partner, the people are wise, wiser than some of the broadcasters—and politicians—think . . .

Six Guideposts

"Let me address myself now to my role not as a viewer but as Chairman of the FCC. I could not if I would, chart for you this afternoon in detail all of the actions I contemplate. Instead, I want to make clear some of the fundamental principles which guide me.

"First: the people own the air. They own it as much in prime evening time as they do at 6 o'clock Sunday morning. For every hour that the people give you—you owe them something. I intend to see that your debt is paid with service.

"Second: I think it would be foolish and wasteful for us to continue any worn-out wrangle over the problems of payola, rigged quiz shows, and other mistakes of the past. There are laws on the books which we will enforce . . . To quarrel over the past is to lose the future.

"Third: I believe in the free enterprise system. I want to see broadcasting improved and I want you to do the job. I am proud to champion your cause. It is not rare for American business men to serve a public trust. Yours is a special trust because it is imposed by law.

■ "Fourth: I will do all I can to help educational television. There are still not enough educational stations, and major centers of the country still lack usable educational channels. If there were a limited number of printing presses in this country, you may be sure that a fair proportion of them would be put to educational use. Educational television has an enormous contribution to make to the future, and I intend to give it a hand along the way. If there is not a nationwide educational television system in this country, it will not be the fault of the FCC.

"Fifth: I am unalterably opposed to governmental censorship. There will be no suppression of programming which does not meet with bureaucratic tastes. Censorship strikes at the tap root of our free society.

"Sixth: I did not come to Washington to idly observe the squandering of the public's airwaves. The squandering of our airwaves is no less important than the lavish waste of any precious natural resource. I intend to take the job of chairman of the FCC very seriously. I believe in the gravity of my own particular sector of the New Frontier. There will be times perhaps when you will consider that I take myself or my job too seriously. Frankly, I don't care if you do. For I am convinced that either one takes this job seriously—or one can be seriously taken.

Tougher Renewals

"Now, how will these principles be applied? Clearly, at the heart of the FCC's authority lies its power to license, to renew or fail to renew, or to revoke a license. As you know, when your license comes up for renewal, your performance is compared with your promises. I understand that many people feel that in the past, licenses were often renewed *pro forma*. I say to you now: renewal will not be *pro forma* in the future. There is nothing permanent or sacred about a broadcast license.

"But simply matching promises and performance is not enough. I intend to do more. I intend to find out whether the people care. I intend to find out whether the community which each broadcaster serves believes he has been serving the public interest. When a renewal is set down for hearing, I intend—wherever possible—to hold a well-advertised public hearing, right in the community you have promised to serve. I want the people who own the air and the homes that television enters to tell you and the FCC what's been going on. I want the people—if they are truly interested in the service you give them—to make notes, document cases, tell us the facts. For those few of you who really believe that the public interest is merely what interests the public—I hope that these hearings will arouse no little interest.

■ "The FCC has a fine reserve of monitors—almost 180,000,000 Americans gathered around 56,000,000 sets. If you want those monitors to be your friends at court—it's up to you.

"Some of you may say, 'Yes, but I still do not know where the line is between a grant of a renewal and the hearing you just spoke of.' My answer is: Why should you want to know how close you can come to the edge of the cliff? What the Commission asks of you is to make a conscientious, good faith effort to serve the public interest . . . Make a serious, genuine effort to put on that programming. When you do, you will not be playing brinkmanship with the public interest . . .

Network Problems

"Now a station break for the networks:

"You know your importance in

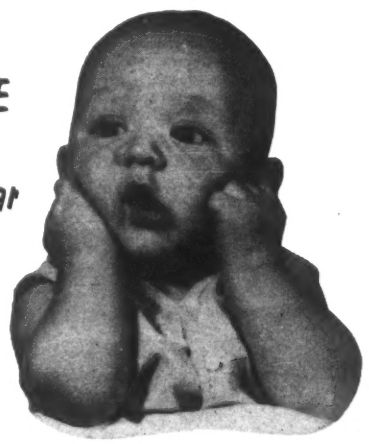
JACKSON
UP 92% IN
BANK DEPOSITS

Since the last census, Jackson, Mississippi gained $139,556,718 in bank deposits. . . . Last year alone, Jackson banks had the largest percentage gain of any other in the 6th Federal Reserve District. . . . More in the long list of gains that have built this 16-county trade area into a major market . . . where people spend 4 out of 5 income dollars in contrast to the national average 2 of 3.

Dramatic market growth can bring dramatic sales results when you advertise in the Clarion Ledger and Jackson Daily News. . . . The only newspapers that reach this lucrative market.

THE
CLARION ★ LEDGER
AND
JACKSON DAILY ★ NEWS
Jackson, Mississippi
Mississippi's First Newspapers • Represented by the Katz Agency, Inc.
Co-Owners WJTV (TV) WSLI (Radio)

DON'T MOVE THAT DIAL! I want to hear KAKC... Tulsa's QUALITY station



There are many definitions of the word "quality" but it all boils down to an opinion of the majority of the people. While quality means one thing in one place, it may mean an entirely different thing in another. In Tulsa a majority of the radio listeners have preferred the new KAKC for over 4 years and still do! Yes, in Tulsa Quality means the new KAKC. The listeners know it and so do the advertisers who use the new KAKC. Why don't you use it too?

Hi, I'm K. A. Casey . . . here to offer you the quality radio "buy" in Tulsa. Call your Adam Young representative and see for yourself.

FIRST IN TULSA
the new KAKC Dial 970
A Public Radio Corp. STATION
KIOA DES MOINES · KBEA/KBEY-FM KANSAS CITY · KAKC TULSA

Roberts Woodard Simon Mrs. Bullitt Mrs. Hammett Bullitt Brandborg Harvey Grant

NAB ANNUAL MEETING—*Among those at the annual meeting of the National Assn. of Broadcasters were Mike Roberts, Westinghouse Broadcasting Corp., New York; C. C. Woodard, WBC Inc., New York; L. S. Simon, KPIX, San Francisco; Mrs. A. Scott Bullitt and Stimson Bullitt, King Broadcasting Co., Seattle; Mrs. Robert Hammett, Hammett & Edison, San Francisco; Gustaf Brandborg, WVOO Radio, Tulsa; George W. Harvey, WFLA, Tampa, radio and tv; and William Grant, KOA, Denver.*

this great industry. Today, more than one-half of all hours of television station programming comes from the networks; in prime time, this rises to more than three-fourths of the available hours.

"You know that the FCC has been studying network operations for some time. I intend to press this to a speedy conclusion with useful results. I can tell you right now, however, that I am deeply concerned with concentration of power in the hands of the networks. As a result, too many local stations have foregone any efforts at local programming, with little use of live talent and local service. Too many local stations operate with one hand on the network switch and the other on a projector loaded with old movies. We want the individual stations to be free to meet their legal responsibilities to serve their communities.

■ "I join Governor Collins in his views so well expressed to the advertisers who use the public air. I urge the networks to join him and undertake a very special mission on behalf of this industry: you can tell your advertisers, "This is the high quality we are going to serve—take it or other people will. If you think you can find a better place to move automobiles, cigarets and soap—go ahead and try.

"Tell your sponsors to be less concerned with costs per thousand and more concerned with understanding per millions. And remind your stockholders that an investment in broadcasting is buying a share in public responsibility.

"The network can start this industry on the road to freedom from the dictatorship of numbers.

"But there is more to the problem than network influences on stations or advertiser influences on networks. I know the problems networks face in trying to clear some of their best programs—the informational programs that exemplify public service. They are your finest hours . . .

"They should be seen. As you know, we are readying for use new forms by which broadcast stations will report their programming to the Commission. You probably also know that special attention will be paid in these reports to public service programming. I believe that stations taking network service should also be required to report the extent of the local clearance of network public service programming, and when they fail to clear them, they should explain why. If it is to put on some outstanding local program, this is one reason. But, if it is simply to carry some old movie, that is an entirely different matter. The Commission should consider such clearance reports carefully when making up its mind about the licensee's over-all programming . . .

Pay TV and UHF

"We have approved an experiment with pay tv, and in New York we are testing the potential of uhf broadcasting. Either or both of these may revolutionize television . . .

"The questions surrounding pay tv are largely economic. The questions surrounding uhf are largely technological . . .

"As for uhf, I'm sure you know about our test in the canyons of New York City. We will take every possible positive step to break through the allocations barrier into uhf . . . and in the years ahead we may have twice as many channels operating in cities where now there are only two or three . . . a half dozen networks instead of three.

■ "I have told you that I believe in the free enterprise system. I believe that most of television's problems stem from lack of competition. This is the importance of uhf to me: with more channels on the air, we will be able to provide every community with enough stations to offer service to all parts of the public . . .

"Television should thrive on this competition—and the country should benefit from alternative sources of service to the public . . .

"Television will rapidly join the parade into space. International television will be with us soon . . .

"What will the people of other countries think of us when they see our western badmen and good men punching each other in the jaw in between the shooting? What will the Latin American or African child learn of America from our great communications industry? We cannot permit television in its present form to be our voice overseas . . .

"I hope that we at the FCC will not allow ourselves to become so bogged down in the mountain of papers, hearings, memoranda, orders, and the daily routine that we close our eyes to the wider view of the public interest. And I hope that you broadcasters will not permit yourselves to become so absorbed in the chase for ratings, sales, and profits that you lose this wider view . . .

■ "Television in its young life has had many hours of greatness—its Victory at Sea, its Army-McCarthy hearings, its Peter Pan, its Kraft Theaters, its See it Now, its Project 20, the World Series, its political conventions and campaigns, The Great Debates—and it has had its endless hours of mediocrity and its moments of public disgrace. There are estimates that today the average viewer spends about 200 minutes daily with television, while the average reader spends 38 minutes with magazines and 40 minutes with newspapers. Television has grown faster than a teen ager, and now it is time to grow up . . .

"I urge you to put the people's airwaves to the service of the people and the cause of freedom. You must help prepare a generation for great decisions. You must help a great nation fulfill its future.

"Do this, and I pledge you our help." #

Aid Agencies in Marketing Tasks, Radio Men Urged

(Continued from Page 2)

ment store, has produced the proof that radio has been seeking; it shows that the "mind picture" is a more effective sales tool than the picture seen by the eye.

Offering a sprinkling of results from the tests that have been under way in Cleveland, RAB said radio advertising has been returning $6.46 in sales for each dollar of advertising, compared with $5.23 of sales for each newspaper dollar.

■ Talk of agency-station relationships punctuated the speeches at the radio programming and code sessions on the closing afternoon of the convention today, with both camps getting their share of criticism.

Robert F. Hurleigh, president of Mutual Broadcasting System, blasted agency writing. "I don't know who in the agencies is writing the commercials," he commented. Suggesting that agencies hire some first class radio copywriters, he contended, "I find copy deplorable. It can't sell the way our medium can sell merchandise."

He was followed by Robert W. Whitney, exec vp, Mars Broadcasting Inc., Stamford, Conn., who said station operators can't stand by and let a borax message destroy its own sales message and the effectiveness of the programming by placing it in the middle of, or near a detailed analysis of the news.

"Nor should you smile and say, 'Well done, thanks for the business' to an agency which has stripped the audio from a tv commercial and has scheduled it 'most anywhere, adjacent to 'most anything," he said. "That, in my mind, is the way to further the myth that radio is a secondary medium."

Only a sprinkling of the broadcasters were on hand for the radio code panel, as Adam Young, president of Adam Young Inc., New York, speaking for Station Representatives Assn. warned that radio rate cutting is turning agencies against the medium, and driving away $25,000,000 to $50,000,000 of business a year.

Rate cutting, he said, "betrays" agency people who have been radio's most ardent salesmen. He cited as an example a situation where an agency recommends radio. Later, the client reports, "You made a bad buy, because I can get it cheaper by dealing with the stations on a local basis."

■ "The agency is so embarrassed," he said, "that it decides to tread cautiously in suggesting the use of radio again, even though it thoroughly appreciates how potent a medium it is."

Every broadcaster has a right to use as many rate cards as he wishes, Mr. Young conceded, but he does not have a right to sell time to two competitors on different cards. "All beer business must be sold on the same card, all finance companies, all food products and so on.

"The traveling representative of a company cannot and must not be able to buy time cheaper than his advertising agency. The local distributor cannot and must not be able to buy time cheaper than his advertising agency. The local distributor cannot and must not buy time cheaper than his national agency."

■ The comparative effectiveness of radio and print media came up at the radio code session, with Leonard Matthews, of Leo Burnett Co., suggesting that the fact that there are more complaints about irritating radio advertising than print media may reflect something significant, other than the fact that something is wrong with radio.

The ability to reject print advertising, which may be a factor in the comparative volume of complaints, is a two-edged sword, he suggested; because radio is intrusive on the listener, it holds attention.

"Radio can irritate to sell, or it can irritate to unsell," he argued. Radio's troubles, he suggested, result from over-commercialization and the "jack hammer approach" in programming and commercials. Agencies can help, Mr. Matthews said, by educating their clients to use radio with restraint and good taste.

■ At the opening radio meeting yesterday, Miles David, RAB research director, substituting for Kevin Sweeney, who was ill, submitted four specific instances where radio outsold newspapers. In one "test" involving $49.90 men's suits, he reported, radio sales were $14.24 for each dollar spent, compared with $5.77 for newspapers. A sale of broadloom rugs showed radio outselling newspapers three to one. In a fashion item and a fur coat sale, his figures showed a two-to-one advantage for radio.

By fall, Mr. David said, over 7,000 measurements will be available from this test. "They will upset acres and acres of applecarts," he said. Among them: Whether color ads are worth the extra cost in print, and with respect to b&w ads, information on such subjects as size, number of publications used, and Sunday or weekday publication.

■ The RAB presentation sought to demonstrate that word pictures, produced by radio, have more impact than pictures in print media. Starch studies of prominent magazine campaigns were used to underline the argument, pointing out that actual readership of print ads generally involved only a small percentage of the number of readers.

"Many times print media use works superbly," Mr. David said. "But often it may actually unsell by telling too much before the customer has a chance to examine the merchandise.

"Radio unleashes the greatest force—human imagination. It enables the customer to 'see' the item in the home, the only place it is meaningful to her."

■ An overflow audience attending an FM Day program Sunday heard two Young & Rubicam officials report on a national survey which convinced Y&R that fm has special values which can be useful to national advertisers. The survey, conducted in mid-1959, led to a big nationwide fm time purchase by Chrysler.

As outlined by Frank Mayans, vp and associate director of research, the survey showed 28% fm set ownership, compared with 87% am radio. Breakdowns pinpointed higher fm listening levels, particularly in large cities, in the Northeast, in wealthy homes and in non-farm homes.

Raymond E. Jones Jr., coordinator, spot broadcast media, said fm must take additional steps to distinguish itself as a medium from other forms of broadcasting.

"Until we had this study," he said, "our department's information was vague—but this gave us a platform from which to plan."

Principal reason for the record turnout for the fm sessions was the intensive interest among broadcasters in new rules just adopted by the Federal Communications Commission authorizing stereo operations by fm stations. During discussions, Ed Brown, chief engineer of Zenith Radio Corp., warned against the use of adaptors or low cost receivers which would "degrade" stereo reception, and disappoint the listener who expects a high quality signal. #

Marketing Assn. Elects Longman President for 1962-'63

Donald R. Longman, vp and director of research of J. Walter Thompson Co., New York, has been elected president of the American Marketing Assn. to serve for one year, beginning July 1, 1962. Albert W. Frey, educator, formerly of Dartmouth and now on the faculty of the University of Pittsburgh, was elected last year and will serve as president, beginning July 1, 1961.

Donald R. Longman

Other officers elected for the 1962-'63 year are Schuyler F. Otteson, Indiana University, vp of the marketing education division; Dilman M. K. Smith, Opinion Research Corp., vp of the marketing research and development division; Edward C. Bursk, *Harvard Business Review*, vp of the marketing management division; Gerald A. Koetting, Lincoln Engineering Co., vp of the association development division; and Margaret L. Reid, Monsanto Chemical Co., secretary-treasurer.

Sell Better Shows or Let Ads Go, Minow Says

(Continued from Page 1)

want to stay on as trustees, you must deliver a decent return to the public, not only your stockholders," he demanded.

As part of that effort, he called on the industry to show more firmness in dealing with sponsors. Noting that NAB President LeRoy Collins already has mentioned the obligation of advertisers to support blue ribbon programming, Chairman Minow declared that networks should undertake a very special mission in behalf of the industry.

■ "You can tell your advertisers, 'This is the high quality we are going to serve—take it or other people will. If you think you can find a better place to move automobiles, cigarets and soap—go ahead and try'."

Time and again he emphasized that the industry cannot continue to do its programming "by the numbers."

"My concern with rating services," he commented, "is not with their accuracy. Perhaps they are accurate. I really don't know. What, then, is wrong with the ratings? It's not been their accuracy—it's been their use."

While he acknowledged tv has many great moments, he added: "But when television is bad, nothing is worse." Suggesting that station owners spend a full day watching their own stations from sign-on to sign-off, he contended: "I can assure you, you will observe a great wasteland."

■ Television is bad, he said, because the industry isn't trying hard enough. "It isn't enough to cater to the nation's whims," he said. "You must also serve the nation's needs." He also said:

Children's programming: "If parents, teachers and ministers conducted their responsibilities by following the ratings, children would have a steady diet of ice cream, school holidays, and no Sunday school."

Adult programming: Newspaper publishers know comics and advice to the lovelorn columns are first in popularity ratings. "But, ladies and gentlemen, the news is still on the front page; the editorials are not replaced with more comics; the newspapers have not become one long collection of advice to the lovelorn."

In measured tones, he told the broadcasters that many of them will think that he takes himself or his job too seriously.

"Frankly, I don't care if you do," he said. "For I am convinced that either one takes this job seriously—or one is seriously taken."

While he talked only about tv, the chairman told radio station owners he didn't want them to think FCC has forgotten them. "We haven't," he cautioned. "We still listen."

■ Mr. Minow's talk stressed:

1. The fact that broadcasters are "trustees" of the public airwaves: "The people own the air. They own it as much in prime evening time as they do at six o'clock Sunday morning."

2. In these times, the nation has a right to expect more leadership from television: "Just as history will decide whether the leaders of today's world employed the atom to destroy the world or rebuild it for mankind's benefit, so will history decide whether today's broadcasters employed their powerful voice to enrich the people or debase them."

3. Broadcasters must accept responsibility for improving programming: "I am unalterably opposed to governmental censorship. There will be no suppression of programming which does not meet with bureaucratic tastes."

■ FCC's role, he said, will be tougher on renewals. If a station's renewal is held up, hearings will be in the local community—"so we can find out if the local people care."

Other points:

Educational tv—He is determined to help it along. If there is no educational tv network, it won't be FCC's fault.

Pay tv—FCC will "protect it from those who would strangle it in its crib."

UHF—This sleeping giant may eventually enable us to have twice as many channels operating. "We may have half a dozen networks instead of three."

Program clearance—Network affiliates will be expected to report failure to clear public service programs, sponsored or sustaining.

Introducing Chairman Minow this noon, Mr. Collins told NAB members he thinks they will find the new FCC chairman has more in common with them than appears on the surface. "From my knowledge of the man, which predates the time when either of us expected to be in our present offices, I think you will find that in Chairman Minow we will have a strong ally."

■ His speech—11 single-spaced pages in manuscript form—was interrupted only for scattered applause. At the end, the big convention audience registered more generous applause.

But when Chairman Minow returned this morning with his six FCC colleagues to participate in a question and answer session, broadcasters as a group were giving him the frigid treatment. He received only scattered applause from the more than 2,000 broadcasters when he was introduced, and there was generally no applause for his answers to questions—even when the same words from another commissioner might have been roundly applauded.

The obvious hostility from the audience this morning did not deter him from participating in the discussion. At various times he offered this comment on the questions raised by broadcasters:

Transfer of licenses—After Commissioner Rosel Hyde suggested FCC's pending proposal tightening up on less-than-three-year station sales "puts a qualification on the salability of private property," Chairman Minow added his views: "Look at the prices," he said. "They have no relation to the investment. The principal element in these prices is the license. In this entire field, public interest is going to be paramount." (*No applause.*)

NAB code—Wider achievement under the NAB code would lessen FCC's regulatory burden, Chairman Minow observed. "I take the code seriously. I hope you do and will support Gov. Collins." (*No applause.*)

Radio—In a discussion of what can be done about the continuing increase in the number of radio stations, Chairman Minow emphasized that his comments on programming yesterday applied only to tv. "I deliberately refrained from commenting on radio," he said, "because I recognize there are many more problems, such as more competition, and less financial resources. I intend to study these." (*Scattered applause.*)

Censorship—In a discussion of whether FCC and NAB review of programming questions might violate the First Amendment: "There will never be any censorship by FCC," Chairman Minow said. "What are we doing here? FCC has just so many microphones and frequencies. Someone has to consider who the most responsible broadcaster is. That's our job. This isn't censorship. It never will be." (*No applause.*)

■ At the end of the session the FCC chairman thanked the broadcasters for inviting him, and said he welcomed any opportunity to know them.

"I will always talk to you very plainly," he declared.

In his first appearance before the entire industry, Mr. Collins repeated his determination to get more "blue ribbon" programming on tv. Citing the threat of pay tv, he said the best way to win the loyalties of the customers is to meet the need for higher quality programming.

"We must be on top of every station that represents a peril or opportunity," he told the members. "We must maintain the initiative, be the prime mover in our environment; and to do this we must be in full charge of our house.

Not satisfied with the House committee study on the subject, Mr. Collins called on the industry to make its own investigation of the validity of broadcast ratings.

He suggested that an NAB research center be opened to act as a sort of clearing house to "refer the most pressing problem of the industry to the finest research specialists in the nation."

■ The NAB president repeated his amazement that broadcasting has allowed an "outsider—the rating service—to become master in its own home." He said too much of programming and pricing policy is determined by a "maze of statistics built from scanty facts, the accuracy of which has never been adequately established."

As for the report by a group of statisticians engaged by the House committee on foreign and interstate commerce, the new NAB president disagreed with those who interpreted this study as a vote of confidence for the present rating systems. He said this report, which did not even tackle the question of the truthfulness of the ratings, raised more questions than it answered.

Mr. Collins, who has been liberal with suggestions for self improvement by the broadcast industry since taking over his new job a few months ago, advised stations to take a cue from the print media and improve their stature in the community by editorializing. Far from hurting business, editorializing has helped to boost advertising revenue for those stations which have tried it, he said.

■ Mr. Collins repeated his appeal for greater support for the NAB radio and tv codes, urging more stations to subscribe to the codes. The best way to answer the industry's critics, he advised, is to improve the product—that is, the programming. He asked affiliates to clear time for more blue ribbon programming when approached by networks and advertisers.

The NAB president already is being criticized by some broadcasters, who haven't enjoyed the new experience of having their shortcomings publicly discussed by the head of the industry. They don't approve of his broad generalizations about a field which is new to him; they don't like having a president who sounds more like a commissioner than some of the members of the FCC.

But Mr. Collins also has his supporters. They believe his aggressive, straightforward approach to industry problems will pay off in terms of increased prestige for radio and television.

By inference, Mr. Collins took note of his detractors in his speech. He said he was going to like the job if he could talk straight to broadcasters, whether some of them like it or not.

■ Secretary Ribicoff called for leadership and imagination. "If you put the blame on others, you fail in your responsibility. I admit you have pressures from advertisers and ad agencies. But you are the leaders of your industry—or are you not? I admit you have pressure from the ratings. But have you arrived at positions of responsibility through catering to mediocrity?"

His quarrel was with failure to make programming a "positive influence" in our society, he said. "A situation comedy that ribs the world's masterpieces of art or literature can either stimulate interest in them or discourage interest. Policemen, lawyers, newspaper reporters, scientists, doctors—all can be characters in stories of fun and adventure. But they can still be an influence in our society," he argued. #

NEW—*Kimberly-Clark Corp., Neenah, Wis., will introduce new Kotex Slenderline feminine napkins this summer with a full-refund consumer offer. Foote, Cone & Belding, Chicago, is the agency.*

Gumbinner, B&B, Ogilvy Quiz Reps on 40-Second Units

(Continued from Page 2)

length will be allowed by your station: (A) 40 second (cost of this), (B) 30 plus 10, (C) 20 plus 20, or (D) 20 plus 10 plus 10?"

■ Ogilvy, Benson & Mather sent letters to some stations, asking if they would accept 40-second announcements and what they would charge for them, according to station representative sources. One OB&M executive said he knew of no such letters but he admitted that many of the agency's media people have been questioning reps informally. He reported most reps as saying their stations would charge at the rate of two 20-second announcements. "We don't know if we would want to recommend a 40-second spot to our clients on that basis," he added.

Lee Rich, Benton & Bowles' vp in charge of radio and tv programming media, was even more emphatic. "We certainly wouldn't want to pay the price of two 20-second spots," he said. Mr. Lee said that his agency was making queries informally. #

Phoenix Adclub Elects Garland 1st Woman President

Avis Garland has been elected president of the Phoenix Advertising Club. Mrs. Garland, vp of Garland Advertising Agency, is the first woman to hold the post.

Avis Garland

Other new officers include Don Palmer, Arizona Bank, 1st vp; Leo Sherman, Salt River Project, 2nd vp; and Phil Clemons, Salt River Project, board secretary.

Bankers Okay Fall Ad Push

The executive council of the Independent Bankers Assn. has approved an advertising program for individual member banks proposed by Franklin Advertising, Milwaukee. The program, which starts in September, includes a series of newspaper ads and brochures describing the differences between commercial banks and non-bank institutions.

ACB Schedule Listings Tell

This service covers "National" newspaper advertising placed by your competitors. When the first ad breaks (no matter where) we'll spot it—and report it. No longer will competition start campaigns in remote cities—test or otherwise—without your knowing about it. Tells where and when ad ran: supplementary reports list additional ads giving a record of entire schedule. With Linage & Cost Summary also supplied if desired.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.

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MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street

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"I last saw Alan," Louise Shepard writes, "two weeks before the shot..." With these words, the wife of the first American in space launches a first-person story of her tension and joy at his great accomplishment.

This is the tenth article in a series in which the astronauts and their wives are themselves keeping LIFE readers continually well-informed on the progress of Project Mercury. In the next instalment, you can read Astronaut Shepard's own story, written by him, personally and exclusively, for LIFE.

Mrs. Shepard's story, important as it is, is only a part of a 14-page account in LIFE. In it, in big, clear pictures, you ride with Shepard to the launching site... you see him in flight... you share the emotions of the watchers on the ground...you are there at the dramatic moment of recovery. It is a word-and-picture report to read, reread and keep.

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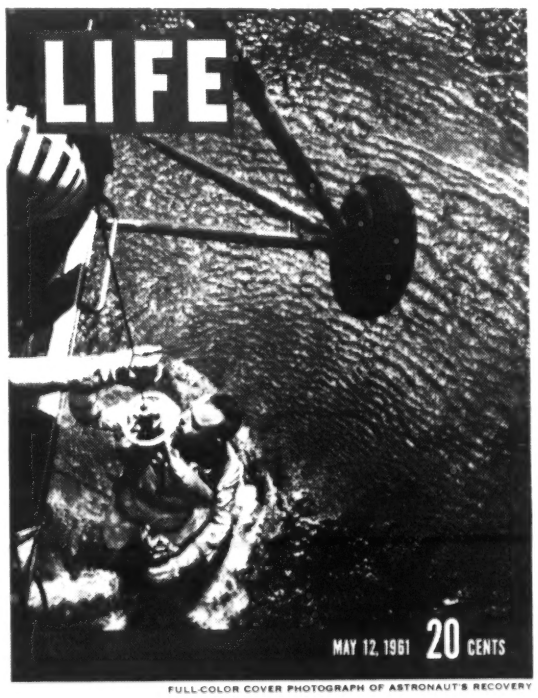
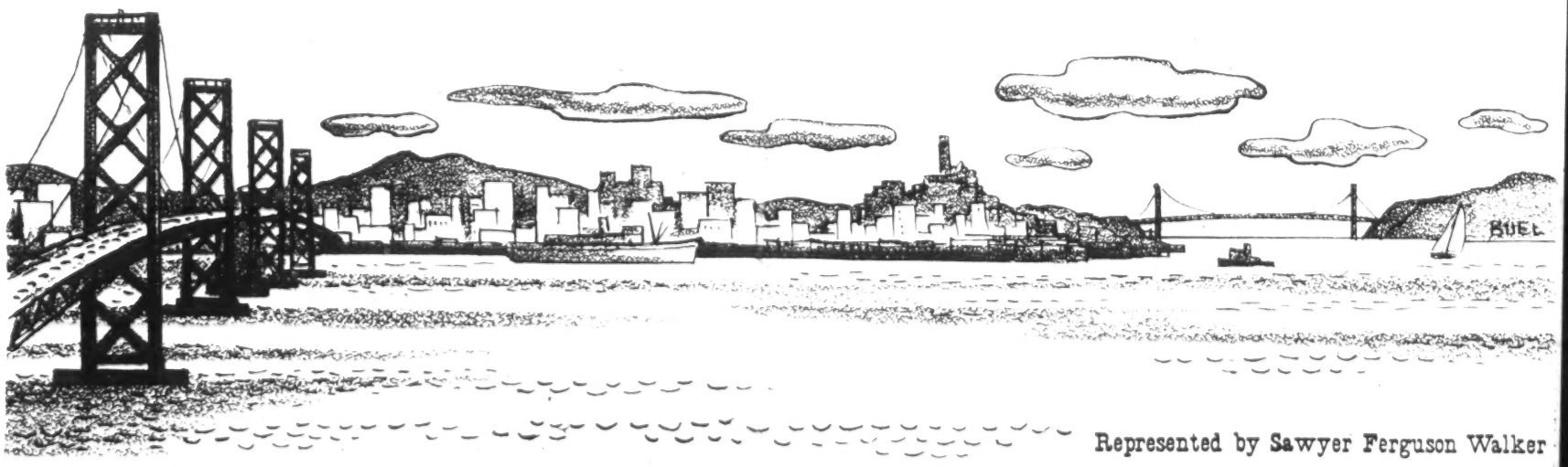


FULL-COLOR COVER PHOTOGRAPH OF ASTRONAUT'S RECOVERY

THE CHRONICLE MEANS THE WEST



Represented by Sawyer Ferguson Walker